ACCOUNT-BASED INFORMATION CONTROL AND EXCHANGE UTILITY

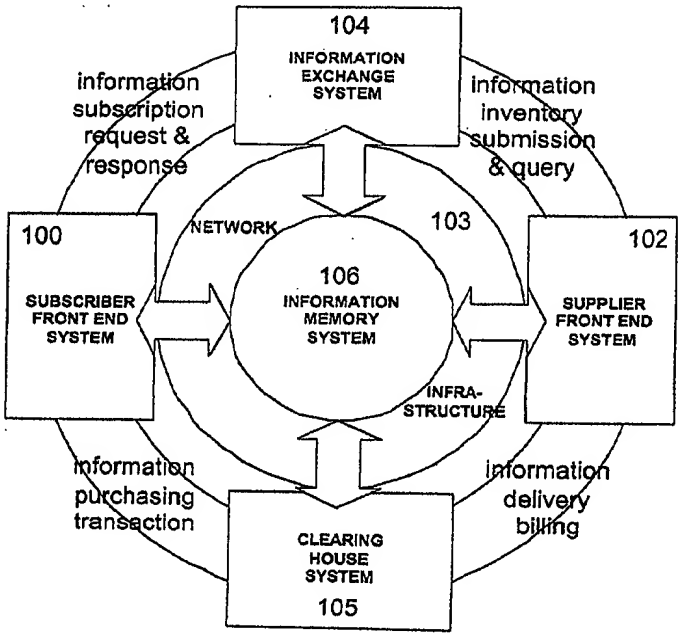


Figure 1

ACCOUNT-BASED ON REQUEST INFORMATION CONTROL AND EXCHANGE UTILITY

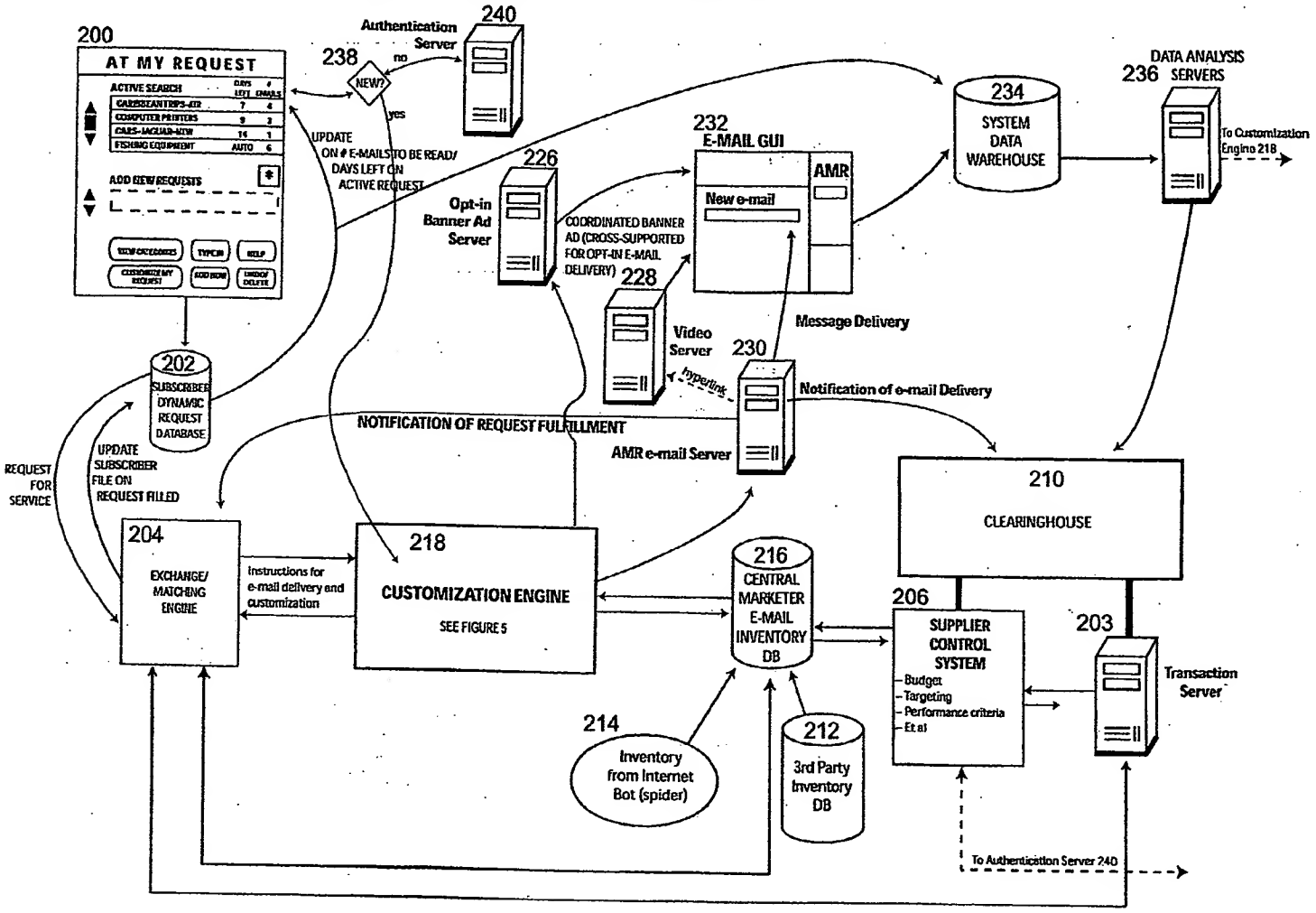


Figure 2

SYSTEM ARCHITECTURE FOR THE PRESENT INVENTION

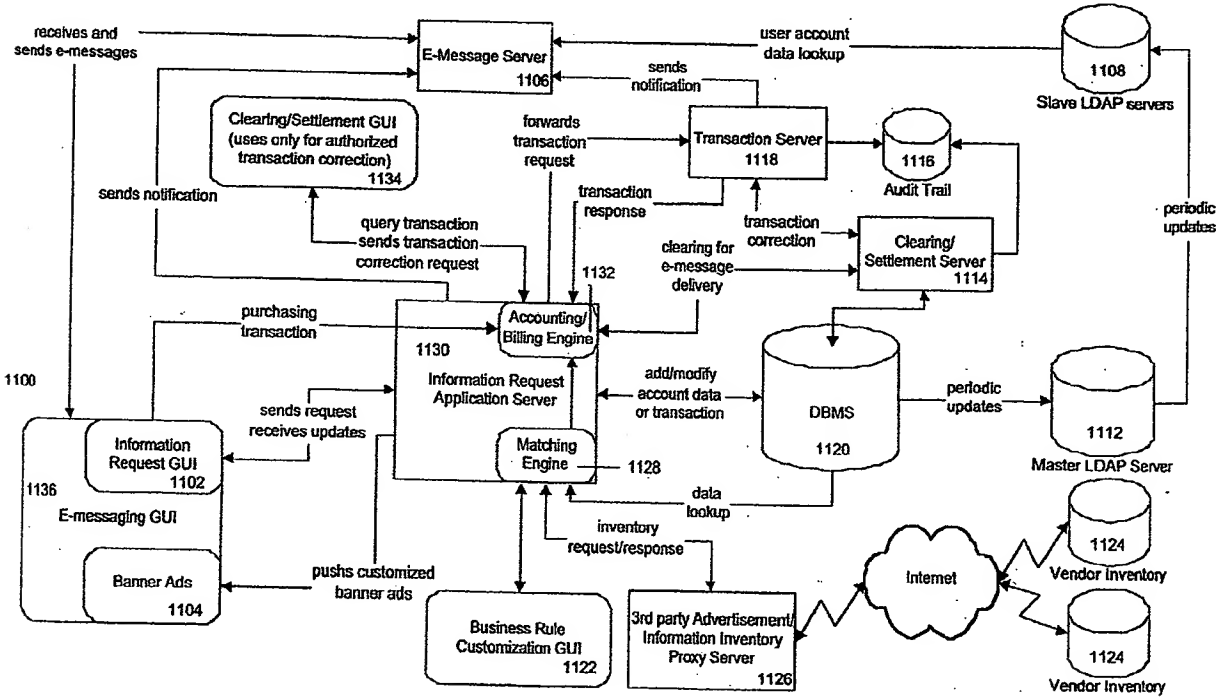


Figure 3

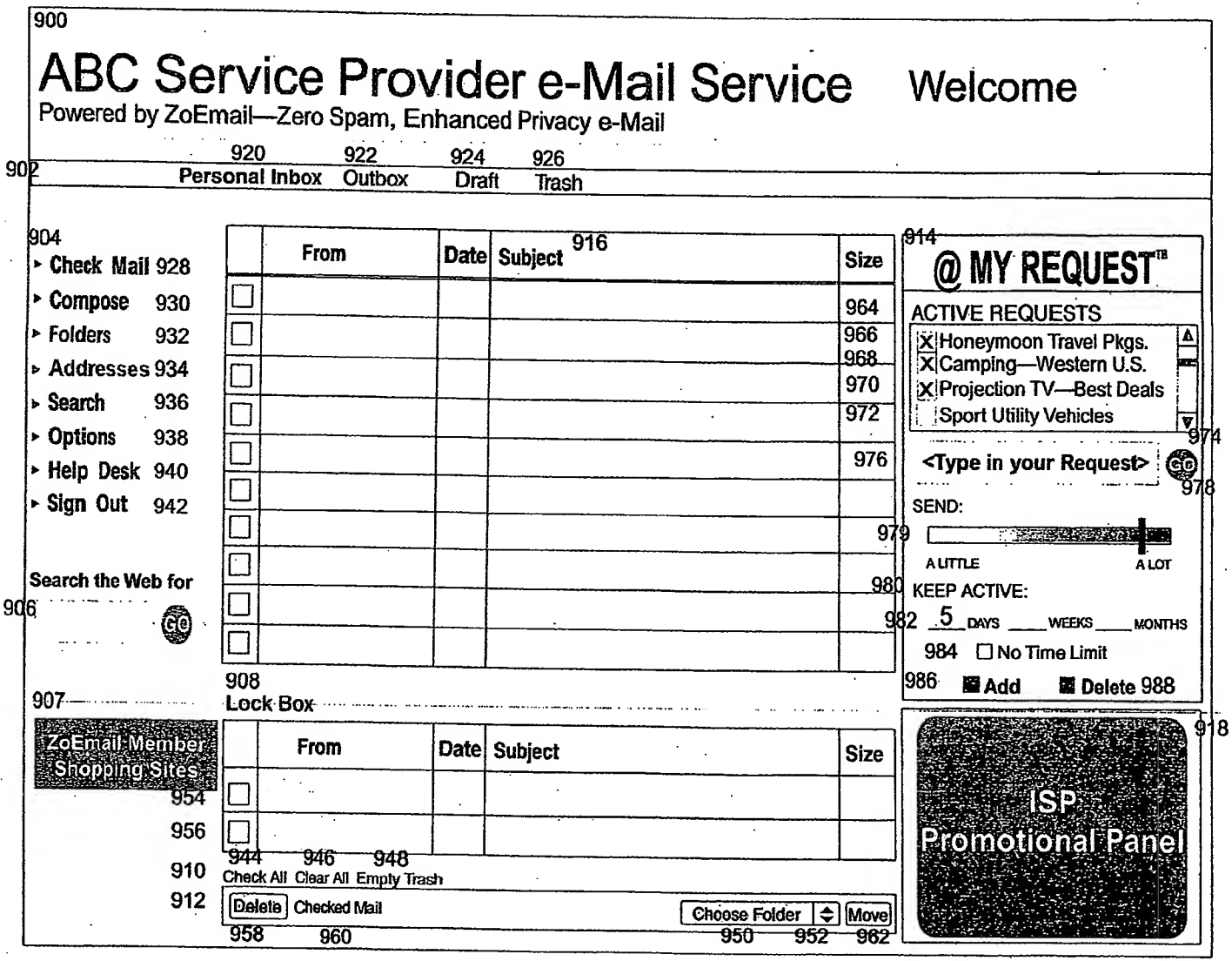

900
ABC Service Provider e-Mail Service
Welcome
Powered by ZoEmail—Zero Spam, Enhanced Privacy e-Mail
902
920 Personal Inbox
922 Outbox
924 Draft
926 Trash
904
Check Mail 928
Compose 930
Folders 932
Addresses 934
Search 936
Options 938
Help Desk 940
Sign Out 942
Search the Web for
906
GO
From
Date
Subject
916
Size
914
@ MY REQUEST™
ACTIVE REQUESTS
Honeymoon Travel Pkgs.
Camping—Western U.S.
Projection TV—Best Deals
Sport Utility Vehicles
974
<Type in your Request>
GO
978
SEND:
979
A LITTLE
A LOT
980
KEEP ACTIVE:
982 5 DAYS ___ WEEKS ___ MONTHS
984 No Time Limit
986 Add
Delete 988
964
966
968
970
972
976
908
Lock Box
907
ZoEmail Member Shopping Sites
954
956
910
912
944 Check All
946 Clear All
948 Empty Trash
Delete
Checked Mail
Choose Folder
Move
958
960
950
952
962
918
ISP Promotional Panel

Figure 4

"AT MY REQUEST"—DYNAMIC ON REQUEST SELECTION ENGINE™: USER-CUS ON SCREEN PERSONAL INFORMATION CONTROL DASHBOARD

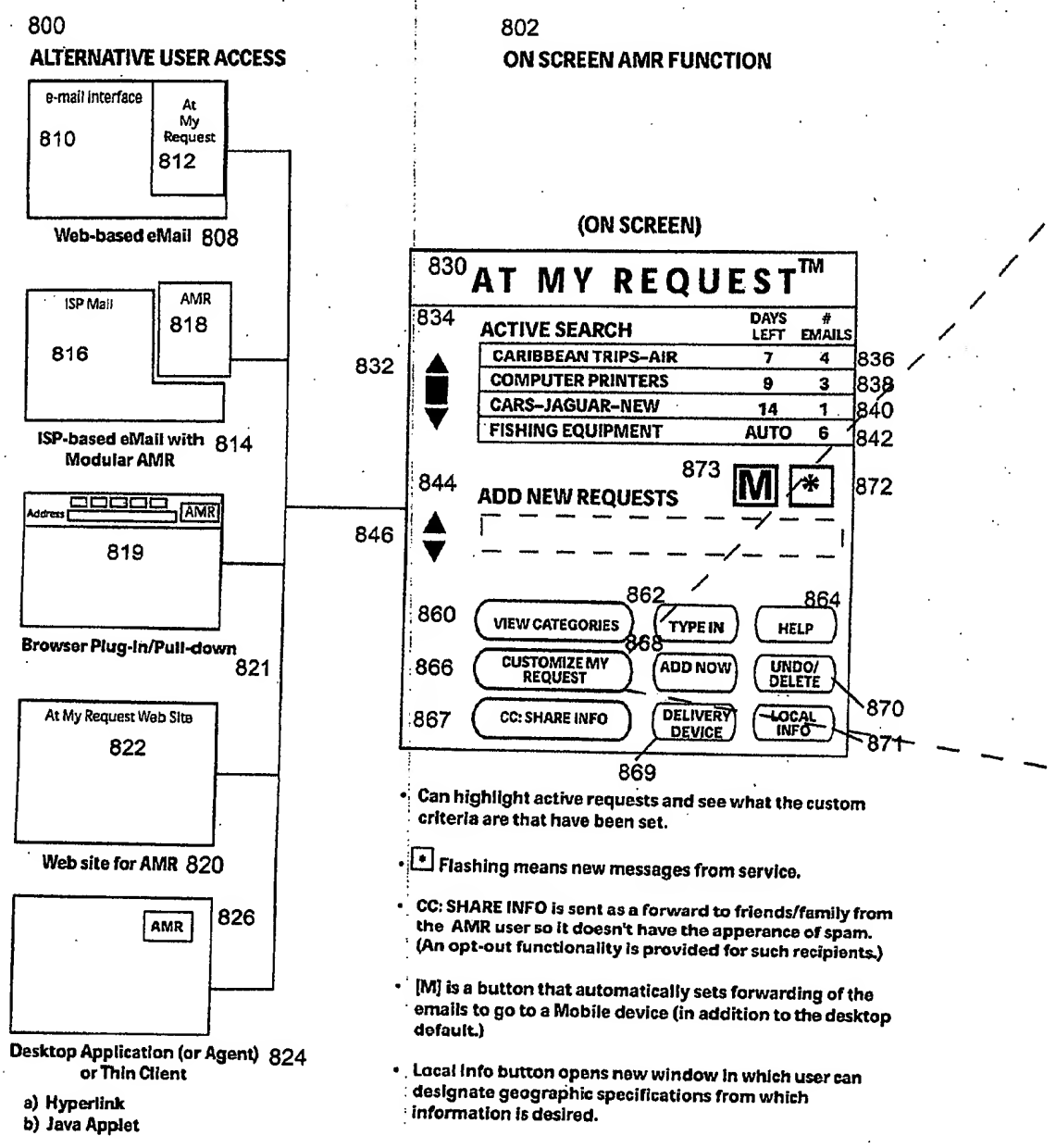


Figure 5a

IIZABLE INFORMATION CONTROL & EXCHANGE UTILITY

804

AMR POP UP FOR REQUEST CUSTOMIZATION

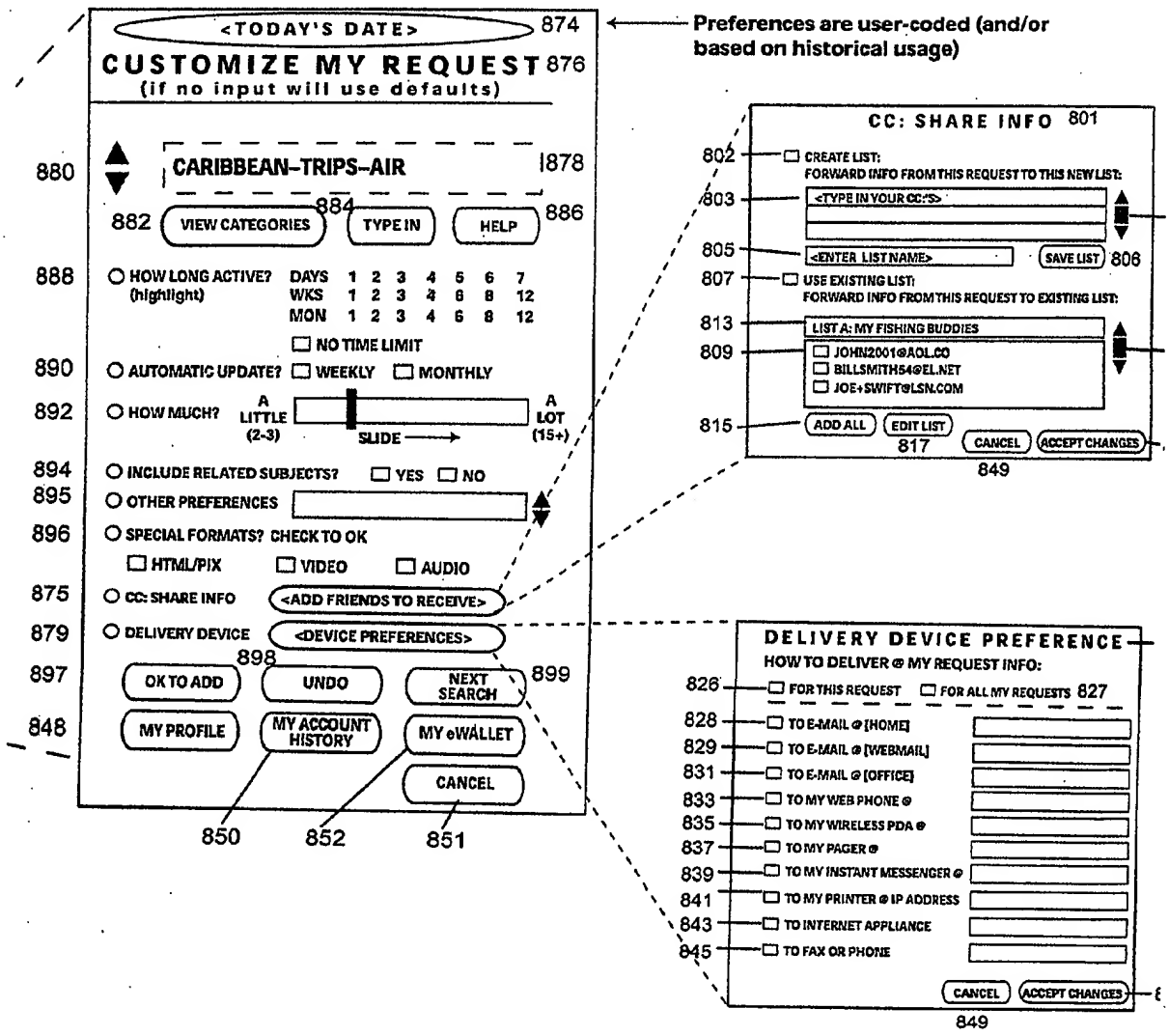


Figure 5b

"AT MY REQUEST"—GEOGRAPHIC REQUEST SPECIFICATION PANEL

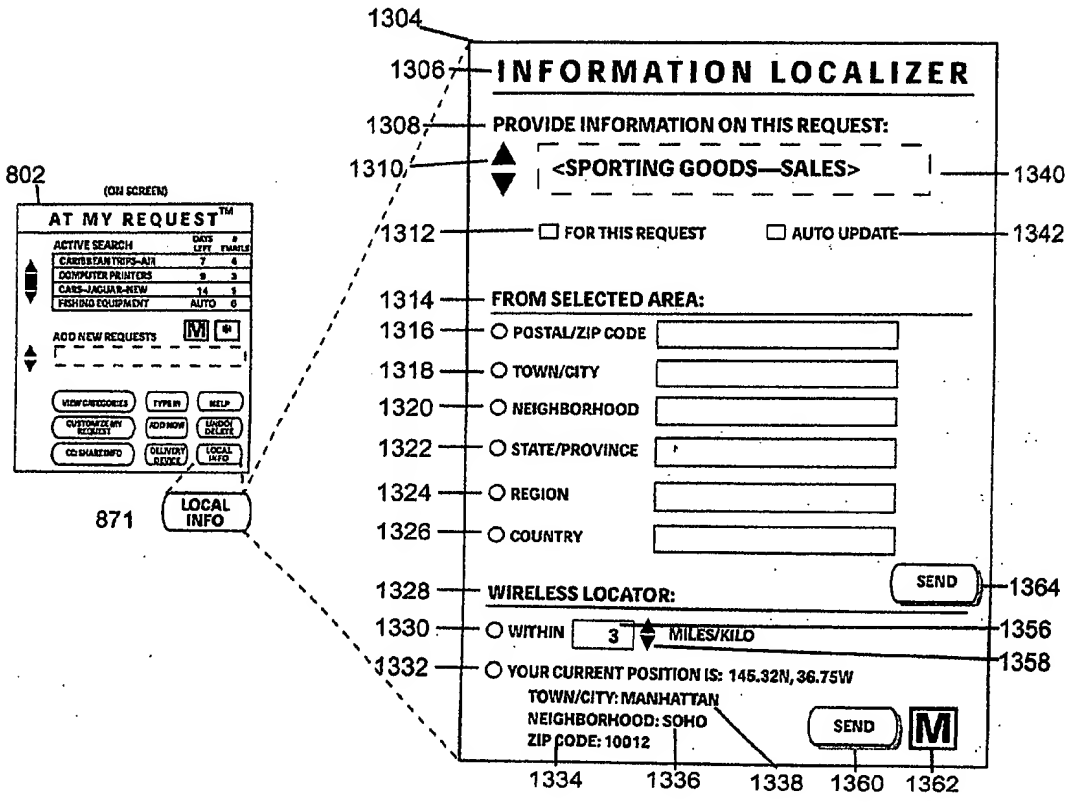


Figure 6

"AT MY REQUEST"—DETAIL OF CUSTOMIZATION ENGINE

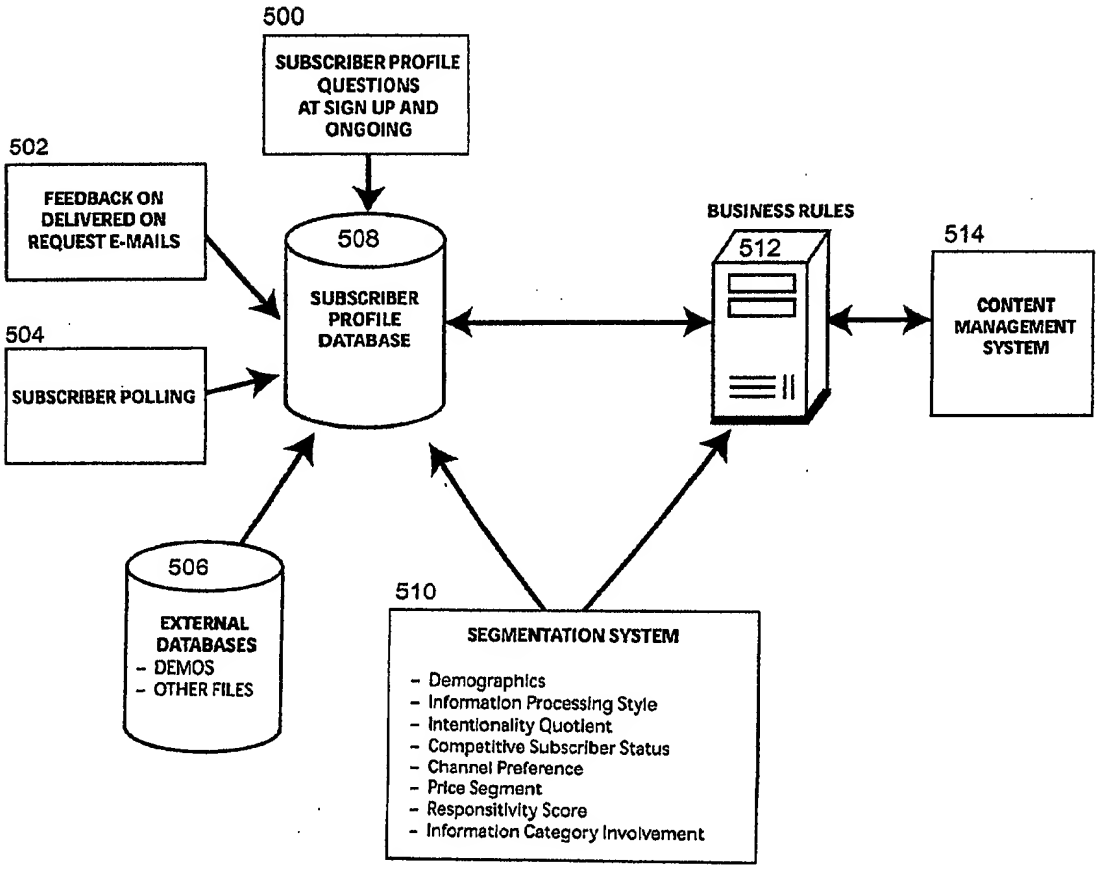


Figure 7

"AT MY REQUEST"—REPRESENTATION OF CENTRAL POSTING SYSTEM OF A(

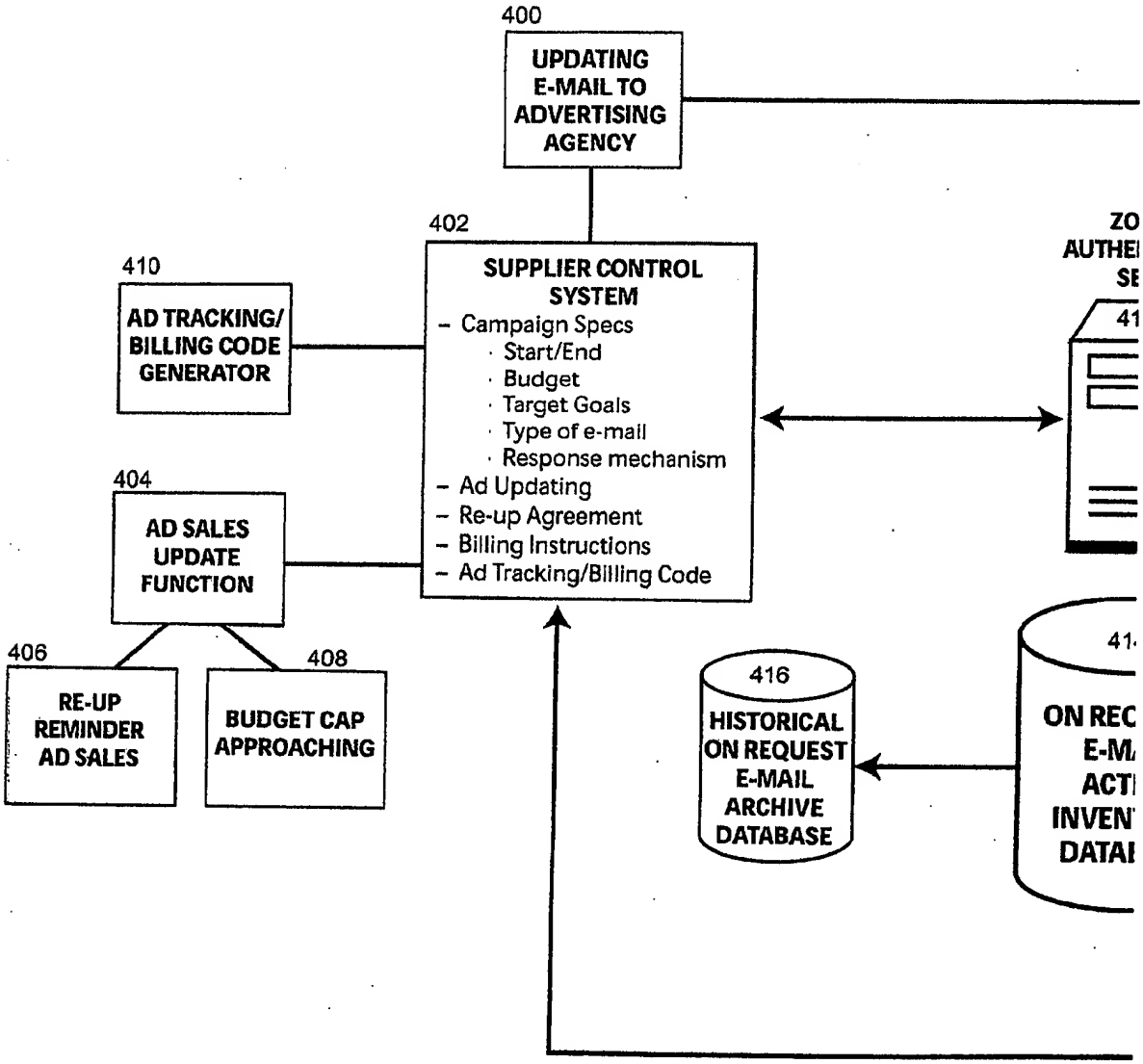


Figure 8a

E E-MAIL INVENTORY—WITH TWO ALTERNATIVE MEANS OF UPDATING

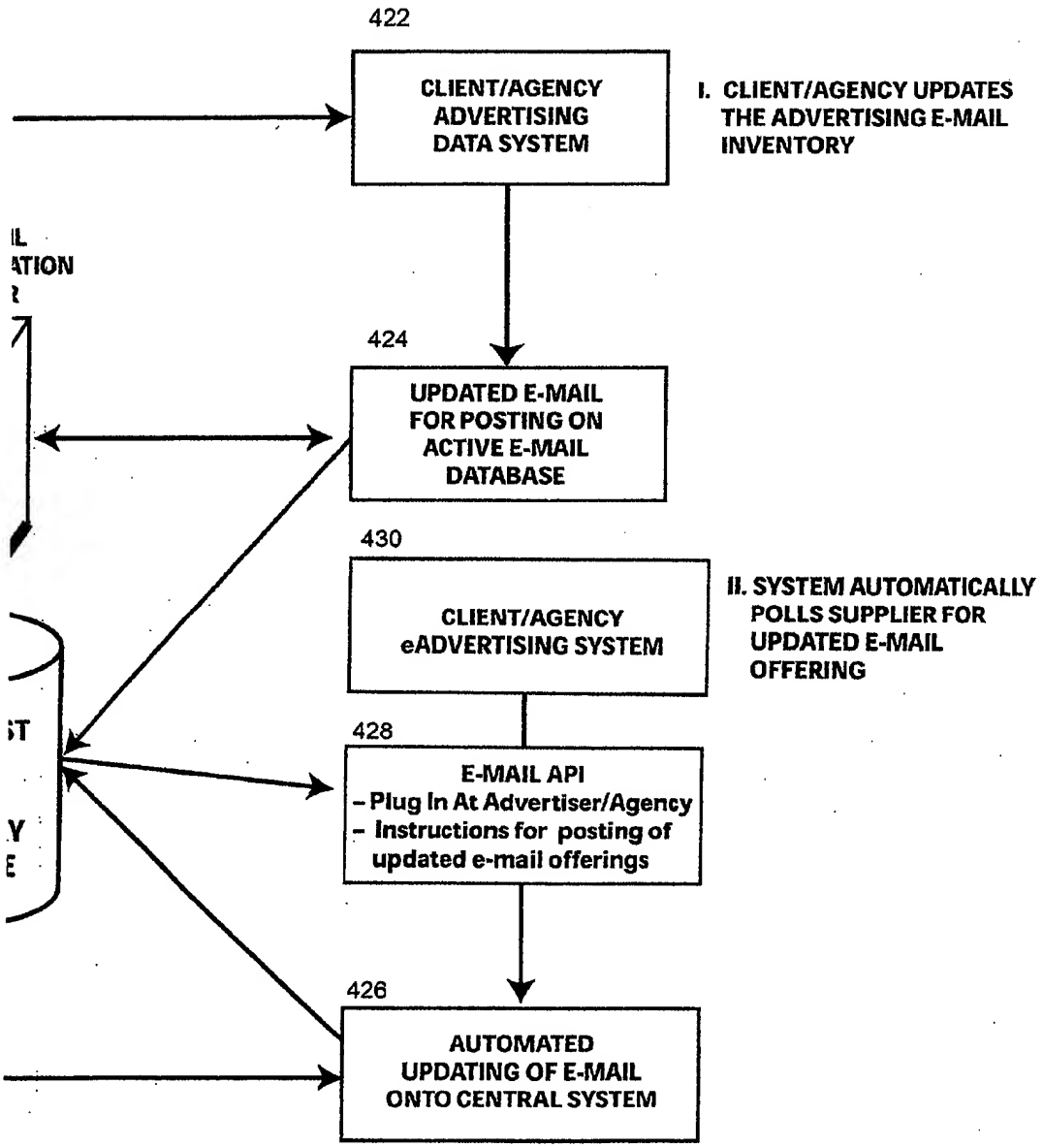


Figure 8b

1400 **"AT MY REQUEST"—SUPPLIER ACCOUNT MANAGEMENT INTERFACE**

1402

DATE: TIME:

1404 PRIMARY ☐ Agency ☐ Client | BACKUP ☐ Agency ☐ Client

1418 Name: 1406 1408 1410 | 1412 1414 1416

1420 e-mail:

1422 Phone:

1424 Fax:

1426 Mail:

1428

1430 BILLING CONTACT 1446 1448 1450 1452 1454

1444

1432 PRIMARY ☐ Agency ☐ Client | BACKUP ☐ Agency ☐ Client

1434 Name:

1436 e-mail:

1438 Phone:

1440 Fax:

1442 Mail:

1456

1458 Client:

1460 Brand:

1462 Product Lines:

1464 Campaigns: <name> 1466 | <tracking code> 1468

1470 Master Contract:

1472 Affiliate Relationship:

1474 Current Volume Discount:

1476 Exclusivities (if any):

VIEW PRIOR EDIT | CAMPAIGN PLANNING | CLASSIFY | RESULTS

1470 1472 1474 1476

Figure 9a

1500 **"AT MY REQUEST"—SUPPLIER CAMPAIGN PLANNING INTERFACE**

1525 DATE: TIME: 1527

1502

1504 BRAND: _____

1506 PRODUCT: _____

1508 CAMPAIGN: _____

1510 Name: _____

1512 Execution(s): _____

1514 Format: ☐ HTML ☐ Video ☐ Text Only

1516 Promotional Offer: _____

1518 Promotional Updating: _____

1520 View e-Mail

1522

PERFORMANCE GOALS

Delivery: _____

Responses: _____

% Response: _____

Cost Per Response: _____

1524 **TIME FRAME**

1526 Start Date: _____

1528 End Date: _____

1530 ☐ Hard Close ☐ Soft Close

1532 Soft Close Criteria:

1534 ☐ Continue to delivery goal

1536 ☐ Add to budget (see below)

1538

TARGET DEFINITION

Run of Service:

Demographic Preferences:

Purchase Intentionality

Targeting Hierarchy:

1540 **BUDGET**

1542 ORIGINAL REVISE 1 REVISE 2

1544 ☐ Increment budget by ___% (per contact pre-approved if Cost per Response is within allowable)

OPTIMIZATION FUNCTIONS

☐ # Responses

☐ Cost per Response

☐ Opti*Mark (Cross Media)

BANNER AD INTEGRATION

Cross Support Planning

1546

1548 **ROTATION** ☐ HTML ☐ Video

1550 IF yes, rotate executions*

1552 ☐ To same recipient within ___ days

1554 ☐ If cost per response falls __% over goal

1556 * Execution codes for rotation

_____ _____

_____ _____

1558 _____ _____

_____ _____

PRODUCT CLASSIFICATION SUMMARY

Category: _____

Sub-category: _____

SKU: _____

Price/Range: _____

Promotional Type: _____

Classification Interface 1515

Revision History | Acct. Mgt. | Classify | Results Time:

1517 1519 1521 1523

Figure 9b

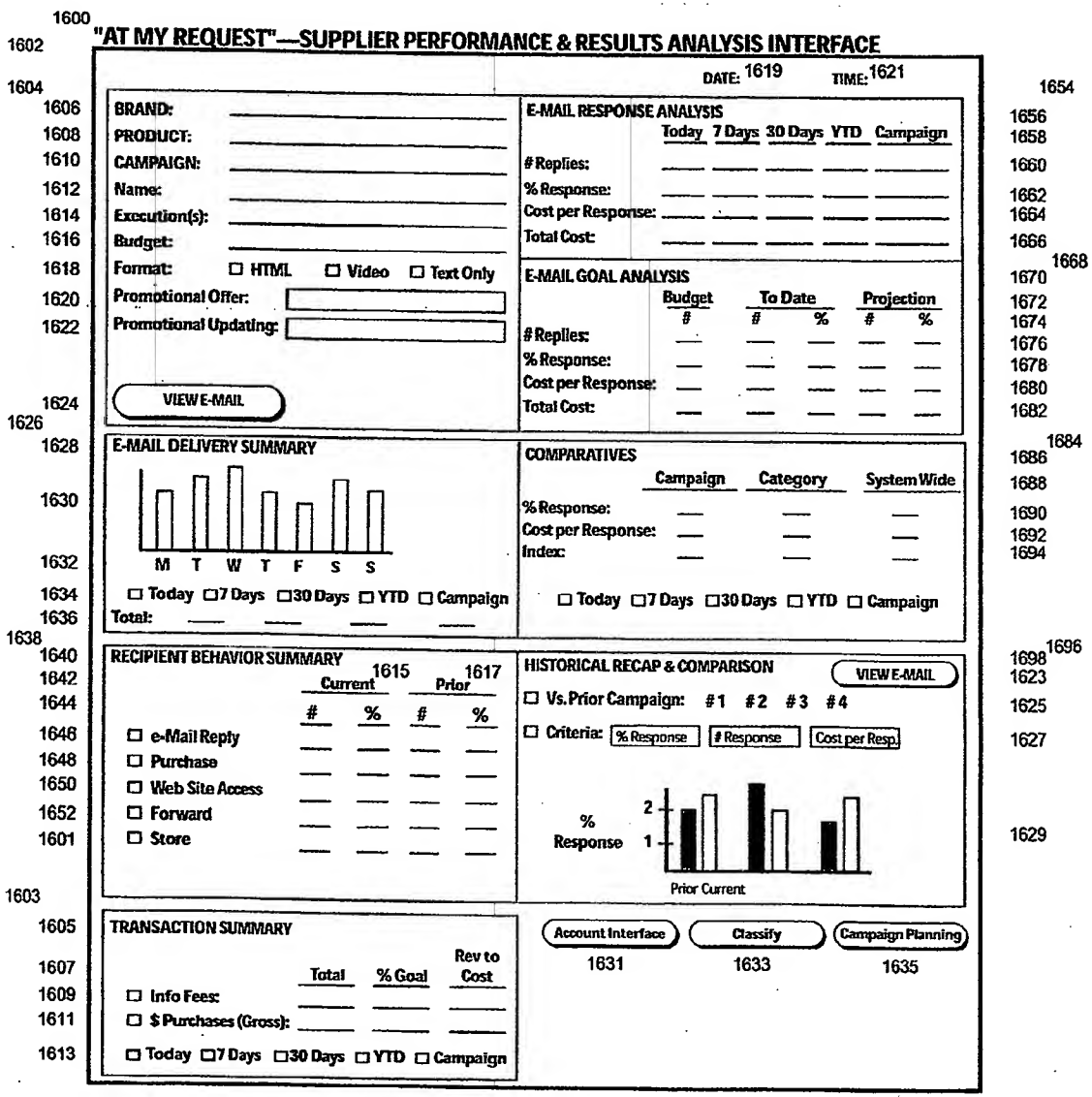

1600
"AT MY REQUEST"—SUPPLIER PERFORMANCE & RESULTS ANALYSIS INTERFACE
DATE: 1619
TIME: 1621
BRAND:
PRODUCT:
CAMPAIGN:
Name:
Execution(s):
Budget:
Format: HTML Video Text Only
Promotional Offer:
Promotional Updating:
VIEW E-MAIL
E-MAIL RESPONSE ANALYSIS
Today 7 Days 30 Days YTD Campaign
Replies:
% Response:
Cost per Response:
Total Cost:
E-MAIL GOAL ANALYSIS
Budget
To Date
Projection
% # % # %
Replies:
% Response:
Cost per Response:
Total Cost:
E-MAIL DELIVERY SUMMARY
M T W T F S S
Today 7 Days 30 Days YTD Campaign
Total:
COMPARATIVES
Campaign Category System Wide
% Response:
Cost per Response:
Index:
Today 7 Days 30 Days YTD Campaign
RECIPIENT BEHAVIOR SUMMARY
Current 1615
Prior 1617
% # %
e-Mail Reply
Purchase
Web Site Access
Forward
Store
HISTORICAL RECAP & COMPARISON
VIEW E-MAIL
Vs. Prior Campaign: #1 #2 #3 #4
Criteria: % Response # Response Cost per Resp.
% Response
2
1
Prior Current
TRANSACTION SUMMARY
Total % Goal Rev to Cost
Info Fees:
$ Purchases (Gross):
Today 7 Days 30 Days YTD Campaign
Account Interface
Classify
Campaign Planning
1631
1633
1635

Figure 9c

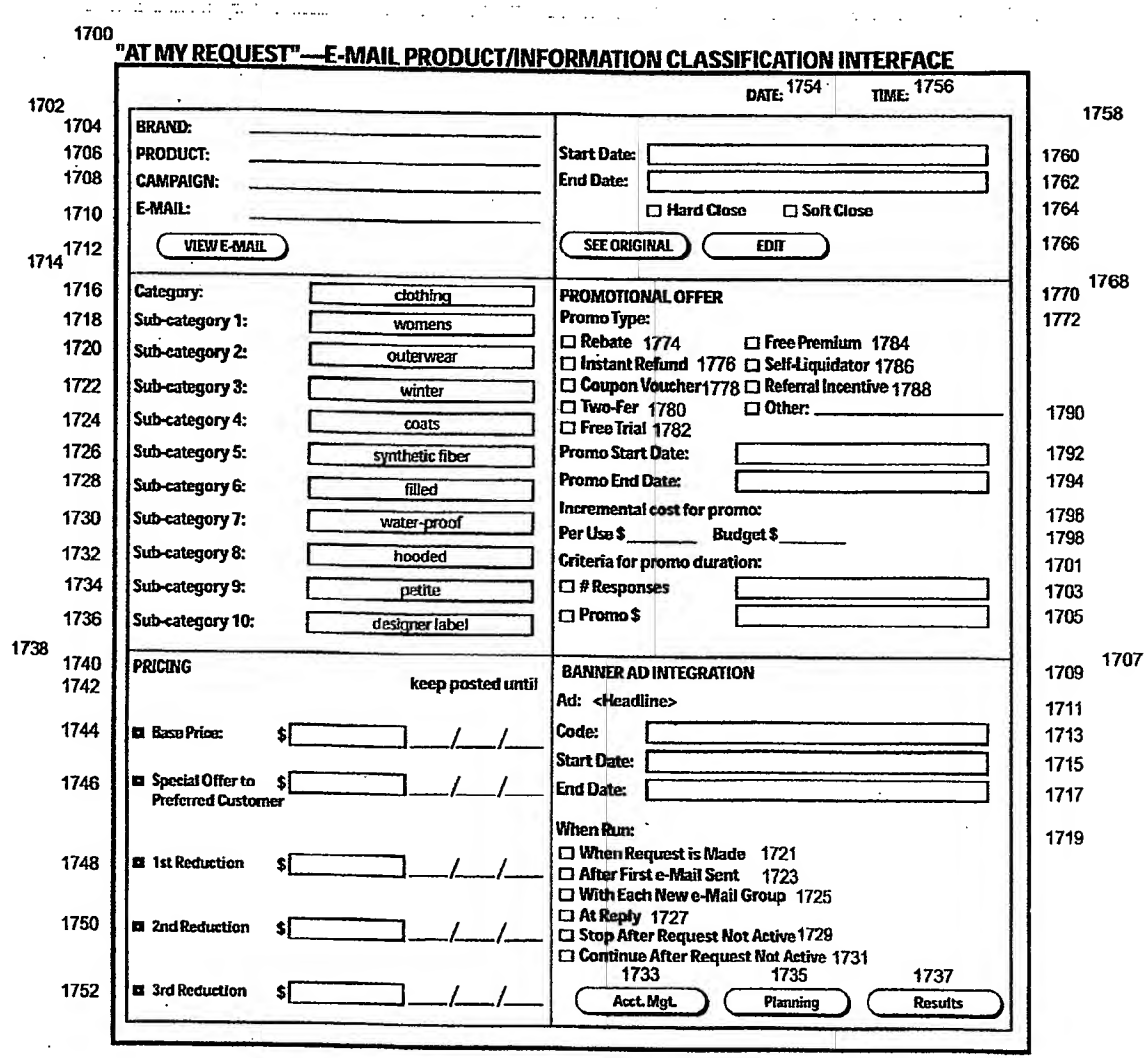

1700
"AT MY REQUEST"—E-MAIL PRODUCT/INFORMATION CLASSIFICATION INTERFACE
DATE: 1754
TIME: 1756
1702
1704
BRAND:
1706
PRODUCT:
1708
CAMPAIGN:
1710
E-MAIL:
1712
VIEW E-MAIL
1714
Start Date:
End Date:
Hard Close
Soft Close
SEE ORIGINAL
EDIT
1758
1760
1762
1764
1766
1716 Category: clothing
1718 Sub-category 1: womens
1720 Sub-category 2: outerwear
1722 Sub-category 3: winter
1724 Sub-category 4: coats
1726 Sub-category 5: synthetic fiber
1728 Sub-category 6: filled
1730 Sub-category 7: water-proof
1732 Sub-category 8: hooded
1734 Sub-category 9: petite
1736 Sub-category 10: designer label
1738
PROMOTIONAL OFFER
Promo Type:
Rebate 1774
Free Premium 1784
Instant Refund 1776
Self-Liquidator 1786
Coupon Voucher 1778
Referral Incentive 1788
Two-Fer 1780
Other:
Free Trial 1782
Promo Start Date:
Promo End Date:
Incremental cost for promo:
Per Use $_____ Budget $_____
Criteria for promo duration:
Responses
Promo $
1768
1770
1772
1790
1792
1794
1796
1798
1701
1703
1705
1740 PRICING
1742 keep posted until
1744 Base Price: $ ___/___/___
1746 Special Offer to Preferred Customer $ ___/___/___
1748 1st Reduction $ ___/___/___
1750 2nd Reduction $ ___/___/___
1752 3rd Reduction $ ___/___/___
BANNER AD INTEGRATION
Ad: <Headline>
Code:
Start Date:
End Date:
When Run:
When Request is Made 1721
After First e-Mail Sent 1723
With Each New e-Mail Group 1725
At Reply 1727
Stop After Request Not Active 1729
Continue After Request Not Active 1731
1733 Acct. Mgt.
1735 Planning
1737 Results
1707
1709
1711
1713
1715
1717
1719

Figure 9d

"AT MY REQUEST"—SUBSCRIBER HISTORY

(maintained by system as secure, private data)

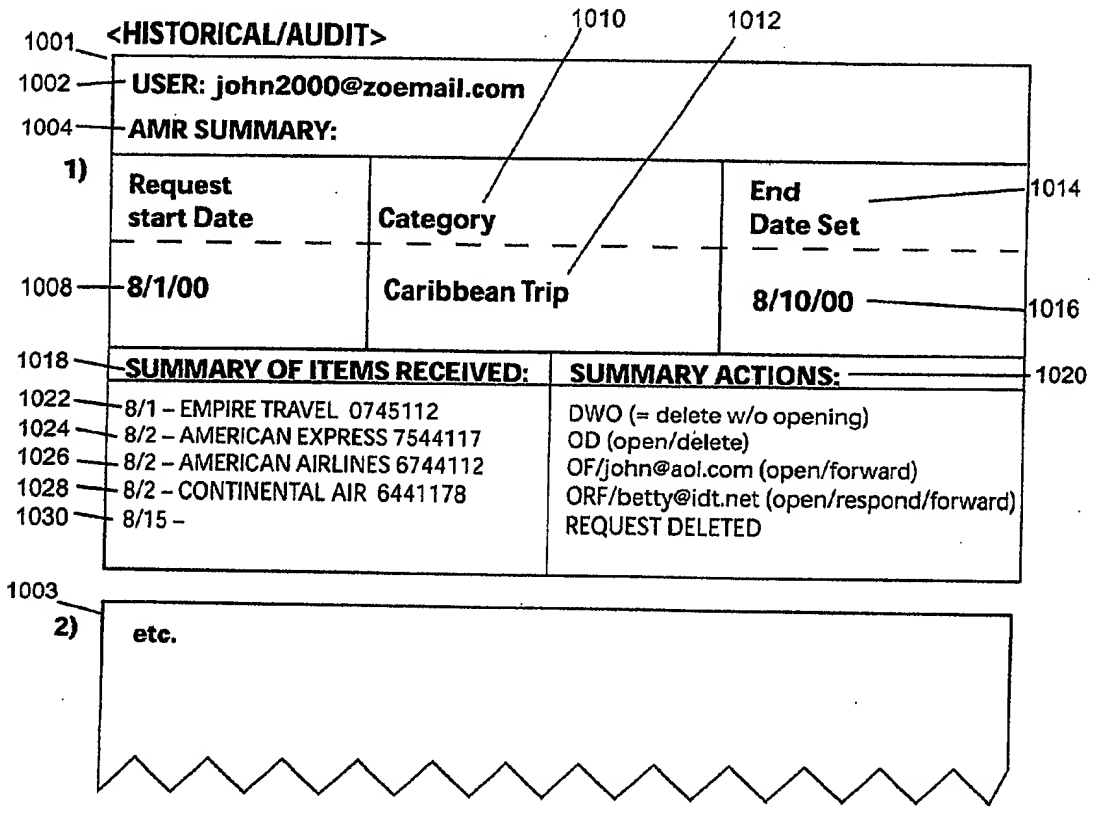
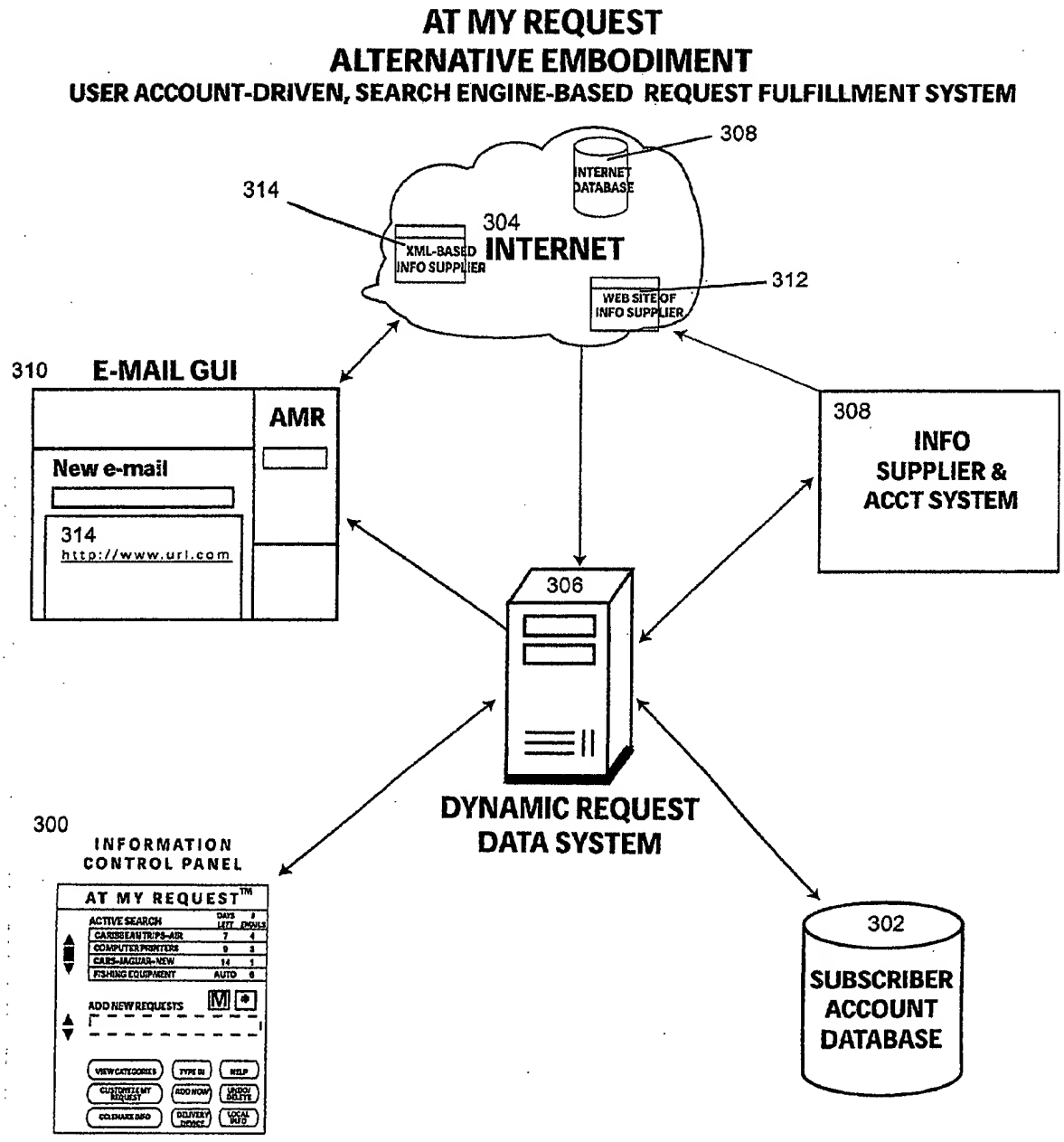


Figure 10



This is an alternative system to the primary system of Figure 1

Figure 11

SUBSCRIBER INFORMATION ACCOUNT HOLDER USE CASE FLOW CHART

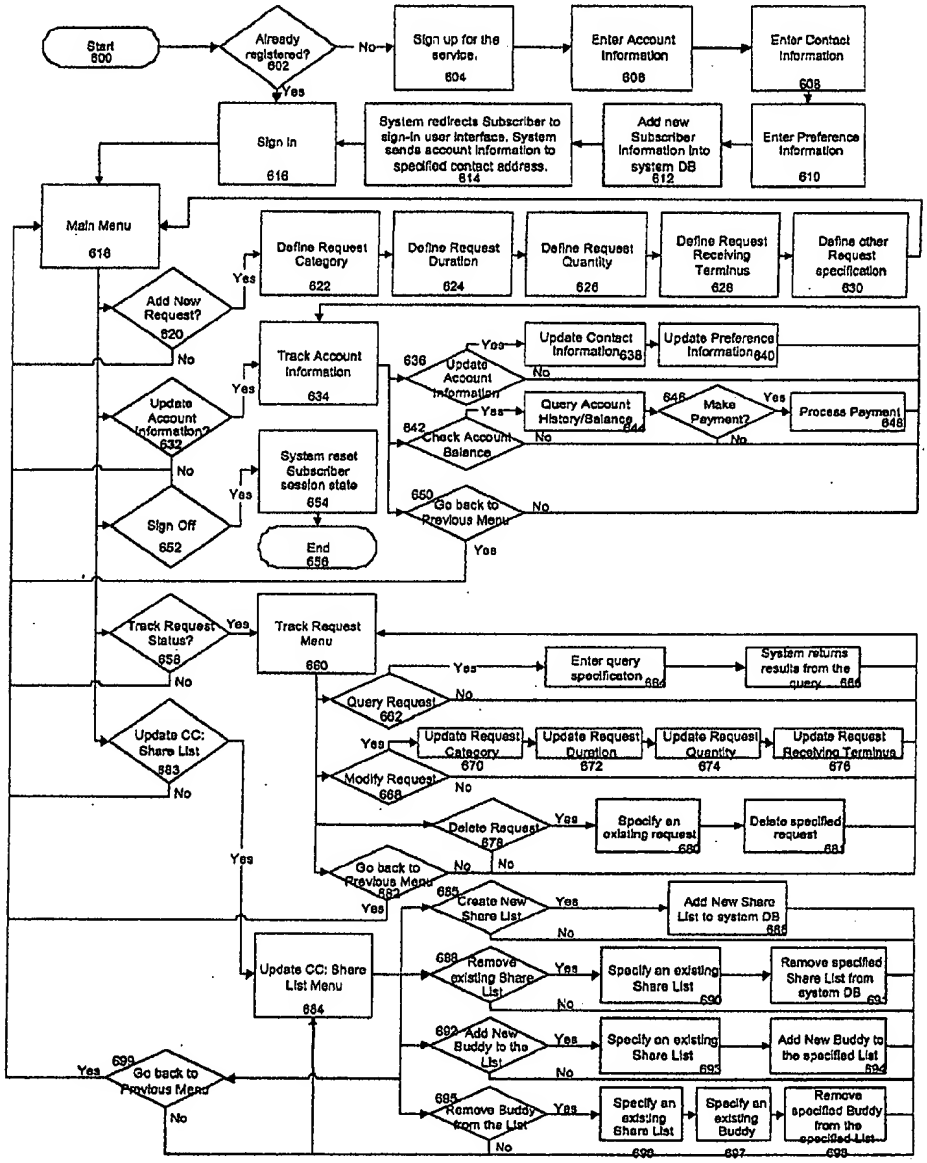


Figure 12

SUPPLIER INFORMATION ACCOUNT HOLDER USE CASE FLOW CHART

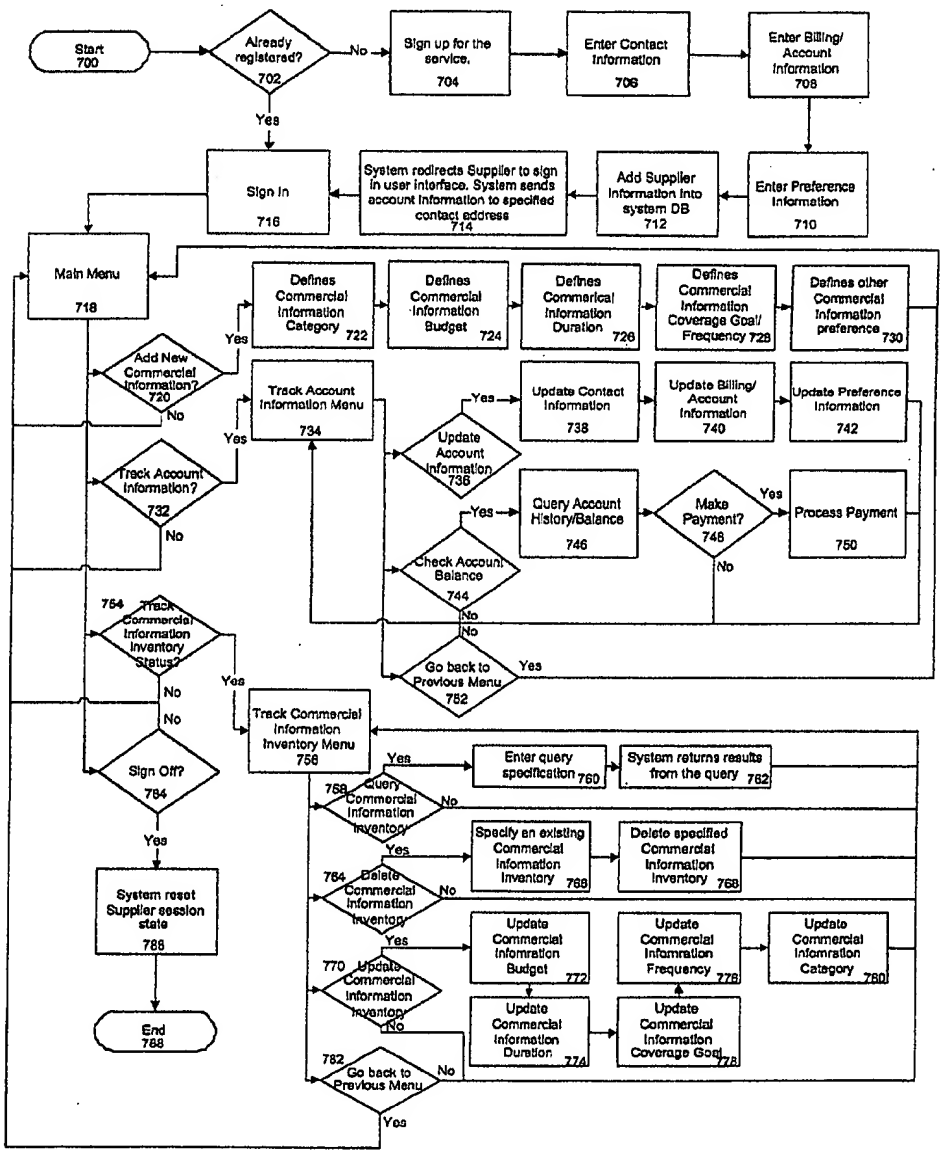


Figure 13

SYSTEM USE CASE FLOW CHART

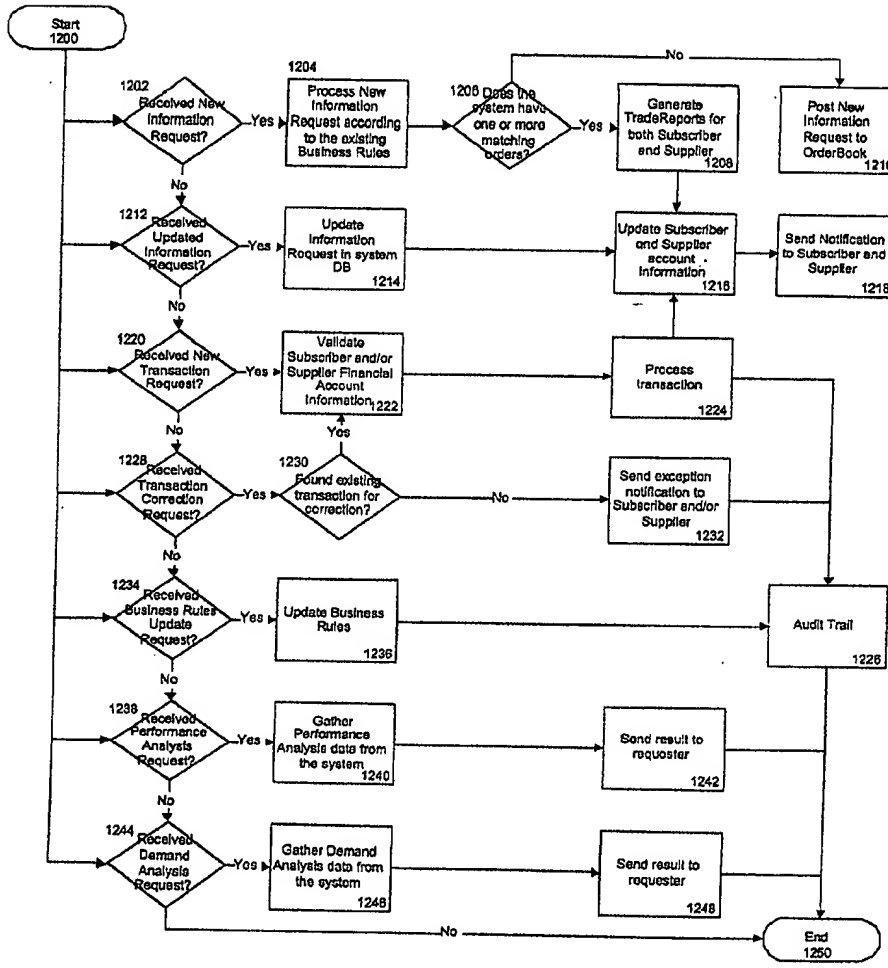


Figure 14

FIGURE 15 - TABLE G

1. Basic On Request Information Control Utility

1A *Combination* of user-customizable, on-request information control utility with an eMessaging system whether such system is an "open access" system or an authentication-based, private system:

a) Wherein such eMessaging system is an e-mail system

1 Wherein such on-request utility is integrated as POP or IMAP e-mail systems or as Web-based mail, with transmission via telephone dial-up, leased line, cable-based, satellite or wireless means

b) Wherein such eMessaging system is an Instant Messaging application, such as Jabber

c) Wherein such eMessaging system is a wireless eMessaging/short text messaging system (WAP or other), pager, wireless PDA, etc.

d) Wherein such eMessaging system is an addressable television system whether transmission is via analog cable, digital cable, over-the-air broadcast, digital broadcast, digital satellite or other related method of transmission

1B Incorporating such user-customizable information control utility as a desktop application or desktop shortcut [aka "alias"] which is "always on" (but minimized until needed) or quickly loaded by way of a simple double click procedure using an Internet Protocol for message delivery

1C Embodying such, user-customizable, on-request information utility as a browser plug-in or pull-down, using Java, XML, et al.

1D Wherein such utility operates within a "closed loop e-mail marketing channel" (i.e., where knowledge of the user's behavior with respect to all delivered information is "visible" to the system) or is

incorporated with various non-proprietary e-mail systems and other eMessaging systems (wherein user's specific behaviors are not trackable by the On Request Utility)

2. User Customization Of Criteria for Requested Information

2A Customizing, on-the-fly, request parameters/criteria using such an on-request information control utility

2B Wherein *duration* of request (i.e., how long to keep each request active) is:

a) Self-designated by user

b) Specified by use of fill-in spaces for number of days/weeks/months/years, or by use of check-offs or buttons

c) Defined by user as "open", that is, having no pre-set time limit

d) Determined by user setting a specific time/date to activate; and a specific time/date to cut off or end the "active" request

e) Based on a time period "default" which is established by the system as a derivative of the user(s) prior history (as maintained by said system) based on

1) The user's overall average duration

2) The user's average duration for the type of request or specific category of information

3) The overall system's average duration

2C Wherein the *quantity* of information desired may be specified in relative ranges or absolute number of messages delivered

a) Whereby the quantity is specified by check-off of pre-designated numbers, filling in/typing in of same, by a slide bar or user-highlighting on a graphic field representative of relative quantity

2D Wherein the *time of day* is indicated

a) In which to search for such requests

b) In which to deliver requests

c) Or, some combination of 2Da and 2Db

2E Wherein the *frequency* of desired information delivery is specified as a repetitive pattern (e.g., "every Wednesday")

2F Wherein the *terminus* (i.e., which e-mail or eMessaging device) for delivering such on-request information is specified

a) With respect to the *priority* for forwarding such requested information by e-mail or other eMessaging system to other devices like pager/PDA *vs.* desktop (e.g., "high urgency" information)

2G Specifying that only requested information of a certain promotional type is to receive priority treatment, for example, if discount, special deal/offer is present

2H Specifying that information to be received is based on user's willingness to buy in certain ways and/or from certain parties (e.g., direct from manufacturer)

a)

2I Specifying the geography from which or about which information is sought (e.g., local stores, local venues, etc.)

2J Specifying that information of requested type be provided despite its lack of fresh currency, if still active, (e.g., whether or not a sale has started, if it is still on, inform user)

2K Specifying priority of delivery based on how well the available information scores on "fit" with the specific request parameters

2L Specifying that new information, which may become available over time, relevant to the desired request, be forwarded and that such qualified requests be maintained on an "Information Request Account"

(rather than the user's name being simply put on a defined, e-mail list—that is just people to whom to send who want X, Y, Z type of information)

3. Extension of On Request Information Utility To Outside Web-based Content Providers

3A User-customization of request parameters wherein information updates desired from a given web site/information provider may be requested to be automatically sent to the user by means of the On Request eMessaging system

3B Scoring the updated information based on degree to which it fits the user's original request parameters

3C Employing such scoring schema (of 3B) to designate a priority level for such information and the delivery based on same, according to user-defined priority rules (e.g., Priority Level I: forward to my wireless PDA, etc.)

3D Such request may be made anonymously (with respect to disclosure of user's identity to the information provider) utilizing the on-request system as the anonymizing agent of such request

4. Method for Profiling Users of On Request Info System by Requested Categories, Preferences and Behavioral Actions

4A Capturing and recording in a User Information Account, information categories and request criteria as well as behaviors of recipients of such information delivered via an On-Request Information Control eMessaging utility

4B Capturing and recording:

a) Duration of request (actual versus originally designated)

b) Amount of information received (actual versus originally requested)

c) Treatment of e-mail/eMessage information delivered

d) # categories active/which categories/which specific products, items or brand/companies

4C Said Information Account maintains a record of prior usage history

4D Employing user customized preferences re: requests for "active duration" and "information amount" as a surrogate for how close to the "purchase window" the user is

4E The system directly polls users for their "in-market" status and readiness to buy for major purchases (for example new car)

4F Employing such purchase/usage intentionality index to allow for more refined targeting and premium pricing to advertisers

4G "Flagging" such individual users according to current and/or predictive status

4H Data mining of user preference data, polling response, and behavioral actions to calculate "purchase/usage intentionality index" for each participating user for any given category of requested information, product, brand, company or organization.

5. On Request Information Account

5A Maintaining the individual user requests, fulfillment of such requests and behavioral actions of the recipient to such delivered information via an individual user Information Account in an On Request Information Control Utility

5B The Information Account makes a record of the information requests made by the user

5C The method of claim 5A wherein the Information Account maintains a record of the user's specific identifiers according to user-supplied information such as: e-Mail Address (Wired/Wireless); Web site "Lockbox"; Other e-address; Real/Screen Name; Address Phone; Etc.

5D The Information Account maintains the parameters or criteria the user has specified for each of his/her currently active requests (e.g., active duration; quantity, frequency; delivery terminus; geographic specificity et al.)

5E The Information Account keeps a history file of prior and concluded requests

5F The Information Account keeps a record of the behavioral responses of the user/recipient with respect to the prior On Request emessages/ emails delivered

5G The Information Account keeps track of "purchases" of information made by the user

5H The Information Account keeps track of pre-payment files and debits according to usage/purchases (for example, wherein user has "loaded" his micropayments account and system decrements when he "buys" information that is not free)

5I The Information Account maintains process interface with billing and/or credit card systems and/or micro payment systems

5J The Information Account provides mechanism for multi-user aggregation (e.g., of members of XYZ Affinity Group using system)

5K The Information Account provides for linkage with independent auditing function on census or sampling basis

5L The Information Account provides mechanism for extracting data for statistical analysis, trend tracking and reporting of individual

usage/behavior and aggregated data to system admins and other parties with a need to know

6. Functionality to Facilitate Payment for Information Offered Via an On Demand Request-based Utility

6A Enabling payment for information requested through an On Request Information Control Utility

a) Enabling user to pay to receive information (e.g., special report downloaded) with payment handled by: credit card charge; Micropayment system; "Bill Me" method)

b) Enabling outside party (e.g., Marketer; ISP; Portal; Affinity Group; et al.) to cover the cost for the providing and downloading of the user-requested information, wherein payment is

1) Made fully by single outside party;

2) Subsidized in part by one or more outside parties and the balance by user

3) Is covered by the On Request Utility itself

6B Establishing accounts for paying parties; decrementing and/or aggregating $ amounts, reconciling and billing or same

6C Decrementing "stored value" in the user's account for requests for information requiring some type of payment in exchange for the information delivery

6D Waiving any charges on behalf of users that are "preferred," who are at risk (i.e., they have signs of attrition) or who have accumulated "stored value" either with the system itself or via a partnering promotional organization.

6E A "contact token" that is pre-loaded with "micropayment value" is used to cover such payment

7. Customizable On Request Utility As Browser Pull-Down/ Pop-up

7A Combining such an On Request Information Control Utility as a browser-embedded functionality or pop-up

7B The utility is embodied as a tiny electronic messaging panel or window, which

a) Communicates to the On Request web system or web site to "order" information/ or post "demand"

b) Notifying the user when "information demand" is met with "supply," utilizing an instant messaging protocol (like Jabber) or other Internet Protocol to inter-communicate

7D The delivery terminus for such requested information may be specified/pre-set for any or all such requests

a) By pressing "now" to open up to the On Request web site and going to the user's personal lock box

b) By having requested information sent as e-mail/eMessage to the user's e-mail/eMessaging account (Wired; Wireless)

8. Information Exchange Utility

8A Matching user-customized demand for information with supply of information via an Information Commerce Exchange wherein "demand" for information/offers by users and "supply" of information/promotional deals from marketers are matched, comprising a plurality of steps

a) Posting of "demand" by users for specific information requested

b) Entering of specific request criteria or parameters, such as:

1) Quantity desired

2) Duration: How long to keep "active" (duration)

3) Geography

4) Shopping preferences, etc.

5) Deal/price parameters

6) Et al.

c) Posting of active "supply" by information providers/marketers and tagging such information by key characteristics such as product/service category; Price; Incentive/deals; Timing/terms, etc.

d) Matching of information "demand" with "supply"

e) Extracting a financial charge from the supply side/marketer (or, as appropriate, the demand side/user) for the completed exchange transaction

f) Billing the payer for the transaction

9. Demand Aggregation and "Access-to-Market" Reverse Auction (among e-Marketers Seeking Preferred Access)

9A Aggregating "information demand" from an On Request Information Control Utility, comprising a plurality of steps:

a) Compiling actual requests

b) Calculating predictive demand based on historical data

c) Direct polling/questioning of user's "in the market"/readiness-to-buy status

9B Operating a real-time "reverse auction" to Marketers of current (or predictive) "demand", derived from users of On Request Information Control Utility, comprising a plurality of steps of:

a) Marketers "bidding" to take top/featured offer position to reach "Best Prospects" (e.g., people in the market to buy a Suburban Sports Vehicle), wherein "best" is highest economic deal for the user of the system and/or the system itself

b) Setting terms/time period for "access" and receipt of payment

10. In-box On Request Identifier

10A Designating delivery "inbox" of e-mails or eMessages from an On-request Information Control Utility—to give the user a reminder that what is being delivered is a fulfilled request.

11. Allocation Method For Disseminating eMessage Inventory For Delivery to On Request User

11A Allocating the dissemination of informational "inventory" from multiple information providers/marketers in the same or different categories, [stored on database(s)] to the user of an On Request Information Control Utility, comprising a plurality of steps

a) Coordinating, by a set of allocation rules, the request by users ("demand") and the available information ("supply"): whereby such allocation is:

1) According to individual user (e.g., don't repeat same e-mail; send e-mail #1 from Advertiser A on first day, e-mail #2 from Advertiser B on second day)

2) According to segments of users

3) According to advertiser-supplied aggregating criteria

4) According to customer list of Affinity/3rd party organization/ marketing entity (e.g., with capability for overall suppression of certain inappropriate categories/brands)

12. Audit of Performance For On Request Utility

12A Tracking and certifying what has been delivered to which requesting user(s) and what behavioral actions were taken by the user(s) for the specific information received via the On Request Information Control Utility, comprising a plurality of steps

a) Confirming with regard to such requested e-mails/eMessages

1) Of receipt/delivery in inbox

2) Of opening by user(s)

12B Such tracking and recording is done within a "closed loop" on-request utility (i.e., where eMessaging interface is controlled/integrated with the On Request Utility) and covers such data as:

a) Delete without opening; Delete after opening; Time stamp action(s); Respond; Forward/Copy; Store; Print

12C Such tracking and recording is done when the On Request Utility does not control the user interface (e.g., by an embedded code script in the delivered eMessage which automatically sends a communication back to the On Request server if the e-mail/eMessage is opened/when it is opened, e.g., via Jabber)

12D Such tracking and recording is done by way of:

a) An embedded code that sends "message" back to On Request server if e-mail/eMessage is opened with respect to:

1) Delete without opening; Delete after opening; Time stamp action(s); Respond; Forward/Copy; Store; Print

12E Such tracking involves the determination of how much time the user has spent with the requested e-mail by use of a time stamp at open and closing

13. On Request eMessage Delivery To Alternate User Device(s)

13A Specifying delivery to alternative terminus "devices" for users of an On Request Information Control Utility wherein such device terminus may involve transmission:

Via e-mail to prime e-mail account whether protected by an Authentication system or not

Via wireless device (PDA; Cell phone; Blackberry unit, etc.)

Via pager

Via TV/Digital TV Addressable Advertising System

Via WebTV

To On Request web site "personal box" ("Web Storage Box")

Via voicemail/phone (automated/non-automated) whether over land line or cellular

Via Facsimile

13B Specifying a "cascading" instruction for where to deliver based on user hierarchical preferences and priorities by way of:

a) User input on customization screen

b) Default to most frequently requested alternate terminus/termini

13C Determining whether a delivered information eMessage was opened and, if not opened in "X" minutes, the release of a communications back to the sender is triggered

13D Switching on/switching off such delivery instructions

a) For all requests

c) For specific request

b) For time period

14. Feedback From User Re: Quality of Requested Information

14A Facilitating users of an On Request Information Control Utility to give immediate feedback on the quality of the information provided, by a plurality of means:

a) On-screen pop-up "fill-in" form

b) Form at bottom of e-mail/eMessaging "frame"

14B Incentive to fill in such feedback to be paid by the information provider/advertiser or by the system itself

14C Collection of such feedback per user is aggregated to user segment and/or aggregated to information category

14D Such user-supplied feedback is integrated with on request/behavioral action data captured by the system for profiling of users for future request fulfillment accuracy

15. Banner Ad Cross-Linkage Within e-Mail or eMessaging System Featuring On Request Utility

15A Controlling banner ad insertion in support of utilization by users of the On Request Information Control Utility of specific "categories" of request or overall Utility usage

a) By utilizing collaborative filtering method to predictively select categories/users

b) By selection of banner ads to reinforce specific Request(s) already delivered—that is, to run banner ads after the user receives the information requested by e-mail/eMessages

16. Control Over Advanced eMessaging Formats Within On Request Utility

16A Controlling and limiting the delivery of On Request e-mail/eMessaging formats according to advertiser contract; e.g., for "X" period of exclusivity, "Y" category covering:

a) HTML

b) Video

c) Audio

d) Enhanced navigable video (v.3.0?)

17. Sequential/Seriotic e-Mail/eMessaging

17A Customizing sequential e-mails/eMessages according to user-supplied self-profiling information at the start of the series, comprising a plurality of steps:

a) Providing personal information input in response to first e-mail/eMessage

1) That is, initiating the eMessaging series with a survey first/driving "first communication contact" to solicit user profiling data

b) Customizing subsequent communication content in the series of e-mails/eMessages, based on the user-supplied profiling information of the first contact and, thereby, "chunking" out the sales message over time, customized to the user's profile

18. Special Ad Charges For Enhanced Targeting/Message Formats Within On Request Utility

18A Establishing, certifying and billing advertisers for enhanced types of e-mail/eMessaging targeting, format or multiple linked/seriotic e-mails, delivered via an On Request Information Control Utility

18B Such targeting and associated billing is based on:

a) Intentionality Level (pay more to reach prospects "closer to a purchase")

b) Charge for key demos/buyer-prospect behaviors

c) Charge for "forwards" (1X)

d) Charge for seriotic e-mail/eMessaging (iteratively customized series of e-mails/eMessages triggered by initial response to a profiling survey)

e) Charge for rich media e-mail/eMessaging formats—HTML/Video; audio

19. Advertiser/ Marketer Information Account For On-Request Utility

19A Operating a Marketer Information Account by which a marketer/advertiser may establish his objectives and budgets and post e-mails/eMessages to be used for a given On Request effort and receive updates/postings on performance to date and on predictive performance

19B The advertiser may set budget and other targets: e.g., Frequency; Reach; Goals; Start/end date

19C Enabling the system to be predictive and proactive with respect to approaching of budget cut off and to send e-mail (or, other contact communications) to Advertiser/Agency

19D Enabling the advertiser to establish/populate/update a "pool" of e-mails for rotation of presentation

19E Enabling the advertiser to post-updates to web site, central database facility or series of distributed databases

19F Enabling the system to maintain "Quality Assurance" over the advertiser's information posting procedure by System Administrator

19G Prioritizing e-mail/eMessages of advertiser content by Delivery Mode (e.g., to mobile users)

19H Enabling the means for advertiser/agency to revise/summarize the plan online

20. Anonymous Response By User To Information Provided On Behalf of Content Providers/ Advertisers Via On Request Information Control Utility

20A Enabling users to respond to information forwarded by On Request Information Control Utility *anonymously* via a Response Center

20B The system subsequently secures further information from advertiser and forwards to the e-mail/eMessaging to the given user/respondent

20C The user is enabled to utilize a request form provided by On Request Utility for making such request

20D Aggregating of user response and forwarding to Marketers/Information Provider who have not yet signed up with the service as an official (paying) advertiser

20E The user may respond to the advertiser's e-mail using a One Time Reply token or key, via application of patented (AuthentiMail) ["1X Reply e-mail/eMessaging option] or an as yet unpatented method of achieving same

21. Mobile/PDA Application of On Request Information System

21A Facilitating "Just-In-Time" e-mail/eMessaging of an "On Request Information Control Utility" for mobile communications device(s)

21B Establishing on request "categories" desired for information to be delivered to user's mobile device(s)

21C Customized user preferences are established for such requests, covering:

a) When in X,Y,Z geography

b) When "planning" to be in X,Y,Z

c) Priority: [e.g., only send e-mail/eMessaging related to "deals;" or that meet 100% of my request criteria; or are from XYZ sender(s)]

d) Geography defined by City, Town and location as determined by GPS cellular translation

e) "Reverse Opt-in": [if sale started yesterday, tell me— what specials/events are currently happening (e.g., theatre venues,

restaurant, specialty goods, sales events; community events, local retailers)]

f) Delivery/Terminus Device: [e.g., Blackberry units/PDA-Palm/Cellular, pager or forwards to user's laptop (i.e., wired account)]

g) Time of day

h) Date/period of days [Specifically defined; repetitive—"every Wednesday"]

22. Local Market— Just-In-Time On Request Information eMessaging Utility

22A Integrating an On Request Information Control Utility into the cellular/wireless network(s) to function in remote cities (i.e., when user is traveling), comprising a plurality of steps:

a) Pre-setting of the system by the user to trigger requested categories when portable device is in given city, (e.g., "when in LA, get me deals on Dodgers games…")

b) Inputting by user of requested information categories, preferences/criteria and priorities via On Request Utility at web site, e-mail interface, browser embodiment (see above), on the wireless device itself or by voice interaction

22B Specific parameters are inputted by the user with respect to requested information:

a) When to deliver: e.g., early AM; PM; Late PM; Ongoing

b) Date/period of days of active duration

c) Delivery to terminus device(s) of preference: e.g., Wireless; PDA; Laptop;

d) Geographic specificity of information

22C Local market-based information providers, stores, event venues, restaurants, organizations, et al. post relevant information to systems database

24. Customized Electronic Incentive Voucher

24A Providing an electronic refund or coupon value voucher to users of On Request Information Control Utility

24B Value is determined by the "purchase intentionality" score of the user

24C "Feedback"/validation of use of said electronic coupon/voucher is captured by the On Request system, determining that purchase has been made and linking same to promotional funds access/billing system

25. Proactive Solicitation by On Request System of User's Interest

25A Directly polling users of an On Request Information Control Utility via e-mail/eMessaging, to facilitate user-supplied self-profiling information related to:

a) Requesting updates/offers from marketers, organizations, local stores, etc. (in preferred status)

b) Enabling companies/organizations to have their users self-identify (e.g., "These companies are looking to contact you:" if interested, the Request Utility can send e-mail/eMessaging)

26. On Request Internal System Capabilities

26A System provides for operational control of

a) Information requests

b) Information dissemination

c) Tracking of all related behavioral actions

d) Auditing of delivery

e) Billing

f) Payments

within an On Request Information Control Utility

26B The On Request system generates tracking codes for each advertiser, each e-mail/eMessaging and each billing event, et al.

26C Each user is given his own On Request e-mail/eMessaging Information Account for receipt/delivery and behavior tracking

26D Advertisers can post their latest e-mail/eMessaging offers onto the On Request Utility's central DB or distributed databases directly or via a B2B web site

26E Advertisers can access current performance data on their promotional e-mail delivery and budget status

27. "Targeting Pool" Re-Aggregation With On Request Utility

27A Re-aggregating users in the database of an On Request Information Control Utility into "better quality" targeting segment(s), thereby creating the hierarchical prospectivity pool, so as to optimize "on the fly" advertiser reach/targeting performance

27B e-Mail/eMessage dissemination is delivered first to the higher intentionality/value segments of users in the hierarchy and then to the lower; or in any combination thereof

28. Networking Multiple Applications And Embodiments of On Request Information Control Utility

28A Networking together multiple On Request Information Control Utility applications and their respective user bases to enable: System Integration; Scale economies; Aggregation of information demand; Aggregation of audience for advertiser "reach" requirements

29. On Request Message Customization

29A Customizing elements of the e-mail/eMessage to different users, (delivered as a result of individual utilization of On Request Information Control Utility) according to: content; offer; price; et al. and discrete "knowledge" of user's profile (behavioral; self-reported; inferred; et al.)

30. Expandable Input Form for On Request Utility

30A Expanding the size of an input form for an On Request Information Control Utility

30B Wherein the input form appears as part of the GUI

30C Wherein the form is embodied as a pull-down from the browser

30D Wherein the form is embodied as a pop-up or window

30E Wherein the form is embodied as a third party web site/portal functionality

30F Wherein the input form is embodied as its own self-standing web site or portal

30G Wherein the input form has an irreducible size in which its basic functions are incorporated and it expands in size as the user designates more "active requests,"

30H Wherein the expansion of the input form continues until a system-designated limit (e.g., 4-6 lines) of "active requests" is reached and then any additional active requests are made available by scrolling up or down

31. Application of SAIC's MISTI to On Request eMessaging Information System

31A Combining MISTI (patented system for supply chain integration) as fuzzy logic input and search system for an On Request Information Control Utility

31B First polling On Request Utility "Central Posting Database" or distributed databases for relevant offers/information

31C Searching the Web for "same"

31D Polling/comparing data sets

31E Selecting for each user a "set" of information relevant to the specific request/requestor

31F Extracting web site info and "repackages" as e-mail/eMessage, within On Request Utility's "format"

32G Enabling the user to respond via e-mail/eMessage by way of the On Request Utility

32H The Request Utility "forwards" to marketer the "responses"

FIGURE 16 - Table H

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
Basic AMR Concept	• Patent:		5	Y		
	– Dynamically, user controlled and customizable, on-demand request system for information by electronic messaging		5	Y		
	– The combination of such on-request utility with base e-mail utility or other eMessaging system		5	Y		
	– Such on-request utility:					
	· Integrated with Instant Messaging utility					
	· Integrated with wireless eMessaging/short text messaging system (WAP or other), pager, PDa, etc.					
	· Integrated with an addressable television system whether via cable, digital cable, over the air broadcast, digital broadcast, digital satellite or other related method of transmission					
	· Integrated as a desktop application which is "always on" (but minimized until needed) or quickly loaded by way of a simple double click procedure					
	• Such a utility is dynamically, user self-customizing, on-request utility primarily for commercial/non-personal e-mail (BASIC)		5	Y		

Table B

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
Basic AMR Concept	• Patent:		5	Y		
	– Dynamically, user controlled and customizable, on-demand request system for information by electronic messaging		5	Y		
	– The combination of such on-request utility with base e-mail utility or other eMessaging system		5	Y		
	– Such on-request utility:					
	· Integrated with Instant Messaging utility					
	· Integrated with wireless eMessaging/short text messaging system (WAP or other), pager, PDa, etc.					
	· Integrated with an addressable television system whether via cable, digital cable, over the air broadcast, digital broadcast, digital satellite or other related method of transmission					
	· Integrated as a desktop application which is "always on" (but minimized until needed) or quickly loaded by way of a simple double click procedure					
	• Such a utility is dynamically, user self-customizing, on-request utility primarily for commercial/non-personal e-mail (BASIC)		5	Y		

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	• Such a utility may operate as an enhanced on-request utility within a "closed loop e-mail marketing channel" like ZoEmail or made available to the broader user base of e-mail and other eMessaging systems		5	Y		
	• Method to configure such on-request utility for use by dial-up/cable-based/satellite-delivered Internet Service Provider and as Web-mail for POP or IMAP		5	Y		
	– Or, embodied as a web site; or as a pop-up; or pull down embedded in browser (see below)		5	Y		
User Customization Of Criteria for Requested	• Method for dynamic customization of on-demand, request parameters/criteria by such a utility		5		Y	
	– On-request self-customization message request/delivery interface		5		Y	
Information	– Duration: how long to keep each request active		5		Y	
	· Self-designated by user		5		Y	
	· Fill-in spaces for days/weeks/months, check-offs or buttons		5		Y	
	· Time/date to activate (specific "on/off" repetitive calendar (e.g., every Tuesday))		5		Y	
	· User(s) prior history maintained		5		Y	

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	- Average					
	- Average for category					
	- Total system average					
	– Time of day		5		Y	
	– Date/period of days		5		Y	
	· Specific					
	· Repetitive (e.g., "every Wednesday")					
	– Quantity desired: "a little" to "a lot"		5		Y	
	· Check-offs or slide-bar		5		Y	
	– Delivery terminus and priority for "cascade" effect to other devices like pager/PDA *vs.* desktop		5			Y
	· Builds on Unified Messaging scheme; with custom interface		5		Y	
	– "Deal" priority/discount*		5		Y	
	· Send only 'hot' stuff		5		Y	
	– Willing to buy direct from manufacturer*		5		Y	
	– Geography*		5		Y	

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	· Stores/buying local property, etc.		5		Y	
	– "Reverse J-I-T": even if a sale has started, if it is still on, inform user		4		Y	
	– Priority delivery based on scoring of "fit" with user-request parameters		4		Y	
	[Advanced/more personalized criteria on a larger interface/pop-up]*					
"Just-In-Time" On-Request eMessaging Functionality	• Method for employing user customization of requests for "active duration" and "information amount" as a surrogate for how close to the "purchase window" the user is		5	Y		
	• Method by which system can poll users for their "in-market" status and willingness to buy for major purchases (for example new car)		5	Y		
	• Method for data mining of user customization data (as well as polling response) to calculate "purchase intentionality index" for each participating user of any given category of information or product.		5	Y		
	– Use of indexing method to allow for more refined targeting and premium pricing to advertisers		5	Y		
On Request Information Account	• Method whereby users of an On Request Information Utility maintained on an individual user Information Account that:					
	– Keeps track of the information requests made by the user					

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	– Maintains the parameters or criteria the user has specified for the requests (e.g., active duration; quantity, frequency; geographic specificity et al.)					
	– Keeps a history file of prior requests					
	– Keeps a record of the behavioral responses of the user/recipient in respect of the On Request emessages/ emails delivered					
	– Keeps track of "purchases" of information made by the user					
	– Keeps track of pre-payment files and debits according to usage/purchases · Example: User has "loaded" his micropayments account and system decrements when he "buys" information that is not free					
	– Maintains process interface with billing and/or credit card systems and/or micro payment systems					
	– Provides for linkage with independent auditing function on census or sampling basis					
	– Provides mechanism for multi-user aggregation (e.g., of members of XYZ Affinity Group using system)					
	– Provides mechanism for statistical analysis, trend tracking and reporting of individual usage/behavior and aggregated data					

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
Functionality to Facilitate Payment for Information Offered Via an On Demand Request-based System	• Means to enable payment for information requested through an On Demand Utility that sends such desired information via eMessaging system. • Given that access to some such information will not be "free," the method would enable the following: a) User pays to receive information (e.g., special report downloaded) with payment handled by: · Credit card charge · Micropayment system · "Bill Me" method		5		Y	
	b) Marketer pays for the providing and downloading of the user-requested information · Fully paid by single marketer · Subsidized in part by marketer and by user · Paid in part by marketer and balance by one or more other outside parties		5		Y	
	c) A channel partner (e.g., ISP, Portal, Affinity Group) may cover all or part of any such charge					
	d) On Request system itself covers the cost of the information and its being provided to the user					

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	• Means of establishing accounts for paying parties; decrementing and/or aggregating $ amounts and billing same					
	• In all instances, the system can waive any charges at the discretion of the information provider or sponsor					
	• The system can waive any charges on behalf of users that are "preferred," at risk (i.e., they have signs of attrition) or who have accumulated "stored value" either with the system itself or via a partnering promotional organization.					
	• When the system operates on the basis of a user having been granted "stored value," he may decrement this "shared value" as he makes requests for information requiring some type of payment in exchange – E.g., a 25 page report on arthritis is available for "50 micropoints"—which are decremented from his micropayment account, which had been "loaded" by the Pharmaceutical company who makes XYZ medicine for arthritis					
	• Alternative Method: use of "contact tokens" which are pre-loaded with "micropayment value" (see separate entry)					
Method for Profiling Users of On Request Info System by Behavioral Actions	• Mechanism for tracking of behaviors with respect to the "At My Request™" e-mail system (related to "Information Account")		5	Y		

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	– Duration of request					
	– Amount of information demanded					
	– Treatment of e-mail/information delivered					
	– # categories active/which categories					
	– Prior usage history					
	• Segmentation based on "score" which translates into an Intentionality (to purchase)		5		Y	
	• Segments can be priced differently to marketers		4		Y	
Customizable On Request Utility As Browser Pull-Down/ Pop-up	• Method to configure an On Request Utility as a browser-embedded functionality—like the Dash.com fill-in—or pop-up		5		Y	
	• Enabling a tiny electronic messaging "window"		5		Y	
	– It communicates to the On Request web site/system to "order" information/ or post "demand"		5		Y	
	– User is notified when "information demand" is met with "supply"		5		Y	
	· On Request box—#/flashing button		5		Y	

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	· Using Jabber or other technology to inter-communicate		5		Y	
	– User can pre-determine where he wants his information to be delivered		5		Y	
	· By pressing "now" to open up On Request web site and going to his personal lock box		5		Y	
	· By having it sent as e-mail to his e-mail account:		5		Y	
	- Wired					
	- Wireless					
	· By other delivery mode		5		Y	
	– Priority of Delivery Method can be pre-set by user		5		Y	
Information Exchange	• Method for providing a Marketing Information Exchange Utility (Direct Information Marketplace or Commerce Exchange)		5	Y		
	– Where "demand" for information/offers and "supply" of marketer/info and deals connect		5	Y		
	– User posts/announces "demand" for X,Y,Z information		5	Y		
	· Quantity desired					
	· How long to keep "active" (duration)					
	· Other criteria					

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	- Geography					
	- Shopping preferences, etc.					
	· Deal/price parameters					
	– Marketer has posted active "supply"		5	Y		
	· Product/service information					
	· Price					
	· Incentive/deals					
	· Timing/terms					
	– System matches "demand" with "supply"		5	Y		
	· Extracts $ charge from supply side		5	Y		
Demand Aggregation and "Access-to-Market" Reverse Auction (among e-Marketers Seeking Access)	• Means for On Request Utility system to aggregate "information request demand"		5		Y	
	– Actual responses		5			Y
	– Predictive/proactive		5			Y

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	· Based on inference: intentionality/intensity/duration of request(s) mode		5		Y	
	– By direct polling/questioning of user's "in the market" status		5		Y	
	• Real-time "reverse auction" to Marketers of current (or predictive) "demand":		5		Y	
	– Marketers "bid" to take top/featured offer position to reach "Best Prospects" (e.g., people in the market to buy a Suburban Sports Vehicle)					
	– For which marketer gives "best deal" to our users and to the System					
	– I.e., for enhanced presentation by the marketer					
	– Or, "On Request Featured Offers"					
	• Method for system to set terms/time period for "access"		4			Y
Extension of On Request Information Utility To Outside Web-based Content Providers	• Extension of On Request Utility for enabling users to request that a given web site/information provider/marketer automatically send updates to the user via eMessaging system, alerting the user to new information in the area/category of interest					
	– Means of scoring the updated information based on degree to which it fits the full criteria of the user's request. (deploying SAIC's patented MISTI technology to facilitate for such comparisons)					

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	– Use of such scoring schema to designate a priority level for such information and the transmission of same, according to user-defined priority rules (e.g., Priority Level I: forward to my wireless PDA)					
In-box AMR Identifier	• Use of icon in inbox to designate delivery of e-mails or eMessages from the on-request utility—gives user a reminder that it is a fulfilled request.		5	Y		
Allocation Method For On Request eMessaging	• Method for allocating and balancing use of/delivery of informational "inventory" from multiple advertisers in same category, stored on central database to the requesting user by e-mail/electronic messaging		5	Y		
Delivery	– User request ("demand") and marketer information ("supply"): coordinated by set of "rules"		5	Y		
	· By individual user					
	- E.g., don't repeat same e-mail; send e-mail #1 from Advertiser A on first day, e-mail #2 from Advertiser B on second day					
	· By segments of users		4	Y		
	· By advertiser-supplied aggregating criteria		4	Y		
	· By customer list of Affinity/3rd party organization/ marketing entity		4	Y		
	- Current/Former customer or member					

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	- Unique/Prospect					
	– Capability to tie together combinations of the above		4	Y		
Audit of Performance For On	• Method to track what has been delivered to whom and what actions transpired vis-à-vis the e-mail/eMessage by the specific recipient using On Request Utility		5	Y		
Request	• Re: such requested e-mails/eMessages, confirmation					
Utility	– Of receipt/delivery in inbox		5	Y		
	– Of opening by user		5	Y		
	· Within ZoEmail "closed loop" system (i.e., where interface is controlled)		5	Y		
	· Within situation where the On Request Utility System does not control interface (e.g., via an embedded code/eMessage that sends "message" back to On Request server if e-mail/eMessage is opened)		4			Y
	– Of "spending" time with the e-mail		4			Y
	· Time stamp open and closing					

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
Tracking of User Behavior Re: Requested Information Delivered to User	• Tracking of user response to such On Request Utility e-mail/eMessage	Current *vs.* Historical pattern	5	Y		
	– Within "closed loop" on-request system (i.e., where interface is controlled/integrated with the On Request Utility)		5	Y		
	· Delete without opening	Method for "storing"	5		Y	
	· Delete after opening		5	Y		
	· Time stamp action(s)		5	Y		
	· Respond		5	Y		
	· Forward/Copy		5	Y		
	· Store		5	Y		
	· Print		4	Y		
	– Within situation where On Request Utility does not control is not integrated with interface (e.g., via an embedded code that sends "message" back to On Request server if e-mail/eMessage is opened)		4			Y

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	· Delete without opening	Method for "storing"	5		Y	
	· Delete after opening		5	Y		
	· Time stamp action(s)		5	Y		
	· Respond		5	Y		
	· Forward/Copy		5	Y		
	· Store		5	Y		
	· Print		4	Y		
	• Ability to apply this tracking to other (non-opt-in) e-mail/eMessaging		4	Y		
	– As approved by/opted-in by user to protect his privacy					
On Request eMessage	• Method whereby user may determine delivery to alternative "devices" (á là "unified messaging") for On Request Utility:		5			Y
Delivery To Alternate User	– Via e-mail to prime e-mail account whether protected by an Authentication system or not		5			Y
Device(s)	– Via wireless device (PDA; Cell phone; Blackberry unit, etc.)		5			Y
	– Via pager		5			Y
	– Via TV/Digital TV		5			Y

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	· Addressable Advertising System		5			Y
	– Via WebTV		5			Y
	– To On Request web site "personal box" ("Web Storage Box")		5			Y
	– Via voicemail/phone (automated/non-automated)		5			Y
	· Land line					
	· Cellular					
	– Via Facsimile		5			Y
	• Mechanism to "turn on/turn off" any delivery mix		5			Y
	– For all requests		5			
	– For time period		5			
	– For "X" request		5			
	• Mechanism to have a "cascading" instruction for where to deliver		5			Y
	– User input on customization screen		4			Y
	– Priority #1: Authentication-protected account		5			
	· Or, to PDA for "hot" information					
	– Ability to determine if information was checked		4			Y

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	· If not opened within 30 minutes...send again, but to alternate device					
	– Default to send via pager, etc.		4			Y
Feedback From User Re: Requested	• Means by which the recipient of requested communication from the On Request Utility can provide immediate feedback on the quality of the information provided		5		Y	
Information	– On-screen pop-up "fill-in" form		5		Y	
Quality	– Form at bottom of e-mail/eMessaging "frame"		5	Y		
	– Incentive to fill in/no incentive		5	Y		
	· Advertiser pays/system pays					
	• Collection of such feedback per user		5	Y		
	– Aggregated to segment					
	– Aggregated to category					
	• Intelligent profiling for future request fulfillment		5	Y		
	– Integrate with intelligent database mining					
	• Proactive surveying of users—i.e., "In last 'X' months did you purchase a car/what make?"		5	Y		

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
Banner Ad Cross-Linkage Within	• Method for banner ad "pre-support" of On Request Utility		5	Y		
	– That is, system "promotes" via banner ad the use of the On Request Utility functions or specific "categories" of request		5	Y		
eMessaging	· Incentivizes it					
System That Includes On	· Highlights special offers...collaborative filtering to select?					
Request	· Supports use in general of the On Request Utility		5	Y		
Utility	• Method to "post-support" specific Request(s) and their fulfillment by X, Y, Z marketer—that is, to run banner ads after the user receives the information requested by e-mail/eMessages		5	Y		
Control Over Advanced eMessaging	• Mechanism to "limit" On Request e-mail/eMessaging formats according to advertiser contract; e.g., for "X" period of exclusivity, "Y" category		5	Y		
Formats Within	– HTML					
On Request	– Video					
Utility	– Audio					
	– Enhanced navigable video (v.3.0?)					
	• Curriculum e-mail		5			Y

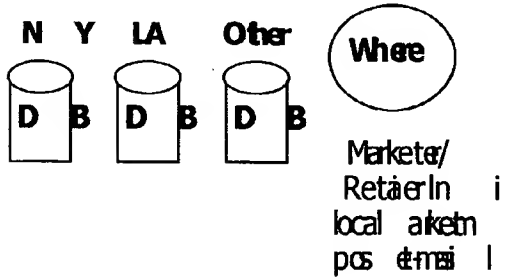
Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	– Method for providing personal information input for first e-mail					
	· Survey 1st/driving "first contact"					
	– Sequential/seriotic e-mail/eMessaging (pre-designated series of HTML e-mails to tell "sales story"		5		Y	
Special Rate Charges to Advertiser	• Means by which to establish, verify and bill advertisers for enhanced types of e-mail/eMessaging targeting, format or in-series presentations		5		Y	
For Enhanced	– Intentionality Level		5		Y	
Targeting/	· Pay more to reach prospects "closer to a purchase"					
Message	– Charge for key demos/buyer-prospect behaviors		5		Y	
Formats For	– Means to charge for "forwards" (1X)		5	Y		
Use Of On Request Utility	– Curriculum e-mail/eMessaging (iteratively customized series of e-mails/eMessages triggered by initial response to a profiling survey)		5			Y
	· Seriotic e-mail/eMessaging					
	– Rich media e-mail/eMessaging formats—HTML/Video; audio		5		Y	

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
Advertiser/ Marketer Interaction with On-Request Utility	• Means for advertiser to set budget and other targets:		5	Y		
	– Frequency					
	– Reach					
	– Goals					
	– Start/end date					
	– Demo targets (priority)					
	• Means for advertiser—in real time—to check-in and determine progress in achieving his promotion objectives/budget		5		Y	
	• Means for system to continue to "service" the marketer's e-mail (pool) until the budget or objective "cut off"		5	Y		
	• Means for system to be predictive and proactive with respect to approaching of budget cut off and to send e-mail (other contact communications) to Advertiser/Agency		5		Y	
	• Means for advertiser to establish/populate/update a "pool" of e-mails for rotation		5	Y		
	• Means to post-updates to central facility		5	Y		

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	– Subject to "Quality Assurance" procedure by System Administrator					
	• Means to prioritize e-mail eMessages of advertiser content by Delivery Mode		5			Y
	– E.g., to mobile users					
	• Means for advertiser/agency to revise the plan online		3		Y	
	– Recap					
Anonymous Response By User To Information Provided On Behalf of Content Providers/ Advertisers Via On Request System	• Means to enable users to respond anonymously via Response Center to information forwarded by On Request Utility		5	Y		
	– System then secures further information from advertiser and forwards to the e-mail/eMessaging user/respondent					
	• Means to enable users to use a request form provided by On Request Utility		5	Y		

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	– Like a frame at bottom of e-mail or pop-up					
	• Method for aggregating responses to provide to marketer who has yet to contract with On Request Utility or has low value contract at present		5	Y		
	• Application of patented "1X Reply e-mail/eMessaging option to On Request Utility		5	Y		
Mobile/PDA Application of On Request Information System	• Method to facilitate "Just-In-Time On Request" e-mail/eMessaging for mobile communications device(s)—given that wireless units will be able to identify where users are located geographically	Notify	5		Y	
	• Mechanism for users to establish pre-set on request "categories" desired for information to be delivered to their mobile device(s)		5		Y	
	– When in X,Y,Z geography		5		Y	
	· Local market application (tie-in with newspaper, local radio, yellow pages)					
	– When "planning" to be in X,Y,Z		5			Y
	– Priority: only send e-mail/eMessaging related to "deals;" or that meet 100% of my request criteria		5		Y	
	– Geography defined by City, Town and GPS cellular translation		5		Y	
	– "Reverse Opt-in": if sale started yesterday, tell me— what specials/events are currently happening		5			Y

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	· E.g., theatre venues, restaurant, specialty goods, sales events; community events, local retailers					
	– Blackberry units/PDA-Palm/Cellular, pager or forwards to user's laptop (i.e., wired account)		5		Y	
	– Time of day		5		Y	
	– Date/period of days		5		Y	
	· Specifically defined		5		Y	
	· Repetitive ("every Wednesday")		5		Y	

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
Local Market—Just-In-Time On Request Information eMessaging Utility	• Method for On Request Utility to function in remote cities (i.e., when user is traveling) – Mechanism to pre-set system to trigger requested categories when portable device is in other city, e.g., "when in LA, get me deals on Dodgers games..." • Method by which user may input requested information categories, preferences, criteria and priorities via On Request Utility at web site, e-mail interface, browser embodiment • System is tied into the cellular network  • Local Newspaper tie-in • When: · Early am		5			Y

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	· PM					
	· Late PM					
	· Ongoing					
	• Date/period of days					
	• User Opt-in					
	– When user is in his home market					
	– Outside Market					
	• Just-In-Time Opt-in Delivery to Device(s) of preference					
	– Wireless					
	– PDA					
	– Laptop					
What	• Alert user to relevant info "opted in"					
	– Theatre					
	– Nearby restaurants					
	– Sports Events					
	– Retail categories user is interested in					

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	– Web site hot offers					
	· i.e., not geographically specific					
	· Geo-specific					
How	• Controls					
	– A lot/a little—proactive—continuous					
	– Upcoming events					
	– Reverse J-I-T: even if event started, but is still "alive"					
Customized Electronic Incentive Voucher	• Method to send an electronic refund/coupon value voucher to individuals for use with On Request Utility/System (and also outside of such a system)		5		Y	
	– Within Intentionality levels					
	– Customize "Motivational Incentive Required for Action"					
	– Provides "feedback"/validation for system to "know" purchase has been made and to participate in promotional dollars (e.g. "Preferred Offer") (MIRA)					
	· Tiered by some logic ("distance" from purchase time; geography)					
	· Not tiered					

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
Proactive Solicitation by On Request System of User's Interest	• Method by which On Request Utility proactively, directly polls via e-mail/eMessaging, from time to time, users asking, for example:		4		Y	
	– Do you want updates/offers from any of the following?					
	· Marketers, organizations (in preferred status)					
	– These entities offer to give member special offers/deals					
	– Enable companies to have their users self-identify					
	– "These companies are looking to contact you:" if interested the Request Utility can send e-mail/eMessaging					
On Request Internal System Capabilities	• Means by which On Request system generates tracking code for each advertiser, each e-mail/eMessaging and each billing event		3	Y		
	• Each user is given his own On Request e-mail/eMessaging account for receipt/delivery and behavior tracking (see later entry)		5	Y		
	• B2B web site for advertisers where they can post their latest e-mail/eMessaging offers—onto the On Request Utility's central DB		5	Y		
	• Designed to become intelligent, self-learning system for relational electronic marketing		5		Y	
	– PIN access					

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	– Enrollment					
	– Quality assurance function					
	• Polling of central database where commercial e-mails/eMessages are posted		5	Y		
	• Same, but using distributed databases (clusters)		5		Y	
"Targeting Pool" Re-Aggregation With On Request Utility	• Method to re-aggregate users into "better quality" targeting pool "on the fly" to optimize advertiser performance		5		Y	
	– Segmenting or creating the hierarchical prospectivity pool					
	– Use of NCM systems for optimization					
	• Method for using duration/amount of information requested as predictive for Intentionality Quotient/Level of Intentionality		5		Y	
	• Ergo, advertiser who wants to spend only $25,000 gets the "cream" first, then less highly intentioned users		5		Y	
	– Pay for the "cream" first, then for the "milk"					
Networking Together	• Method for networking together numerous On Request Utility applications and their respective user bases to enable:					
Multiple	– System Integration					

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
Applications And Embodiments of On Request Utility	– Scale economies – Aggregation of information demand – Aggregation of audience for advertiser "reach" requirements					
On Request Message Customization	• Method for customizing elements of the e-mail/eMessage to different users, (delivered as a result of user employment of On Request Utility) according to: – Content – Offer – Price – Etc.		5		Y	
	• Method for customization of message driven by "knowledge" of user		5		Y	
Expandable Input Form for On Request Utility	• Means of expanding the size of an input form for an On Request Information utility – The form appears as part of the GUI – Or, it may be embodied as a pull-down from the browser					

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3
	– Or, it may be embodied as a pop-up or window					
	– Or, it may be embodied as a third party web site/portal functionality					
	– Or, it may be embodied as its own self-standing web site or portal					
	• The input form has an irreducible size in which its basic functions are incorporated					
	– As the user designates active requests, the area in which the list of active requests appears will expand in size					
	– This expansion will continue to some system-designated limit (e.g., 4-6 lines)					
	· Whereupon, any additional active requests will be available by scrolling up or down					
Application of SAIC's MISTI to On Request eMessaging Information System	• Means by which MISTI (patented) can serve as natural language input and search system for On Request Utility		?		Y	
	– First polls On Request Utility "Central Posting DB" for relevant offers					
	– Searches Web for "same"					

Category	Specific Feature/Aspect	Linkage	IP	v1	v2	v3

- Polls/compares
- Selects for each user a "set"
- Extracts web site info and "repackages" as e-mail/eMessage
  - Within On Request Utility's "format"
- User may respond via Utility
- Request Utility "forwards" to marketer the "responses"
  - Leverage for signing an advertising "contract"
- Question: can MISTI put "metatags" in place or must that be done by the information source/provider itself?